

THE CREDIT WORLD

The Official Organ of the,
**RETAIL CREDIT MEN'S
NATIONAL ASSOCIATION**
Incorporated

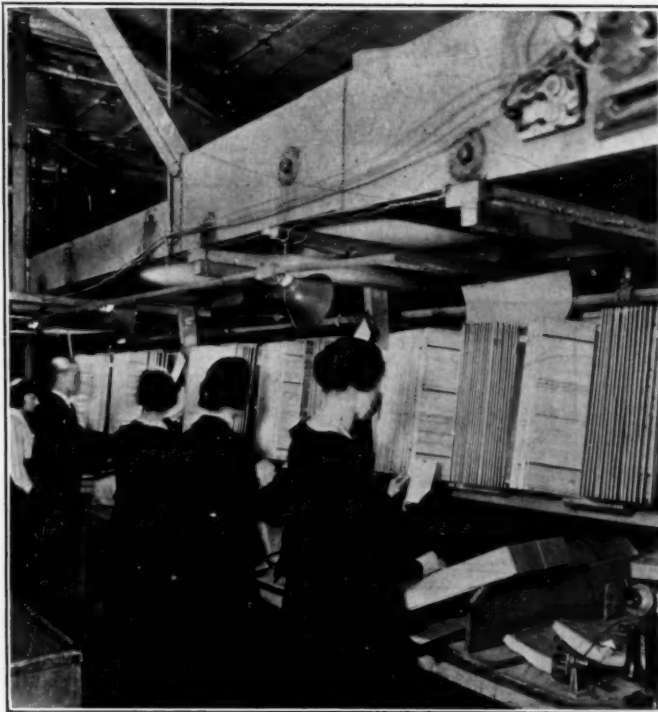


Photo - Courtesy Rand, Inc., North Tonawanda, N. Y.

DELIVERY ROOM
J. L. HUDSON CO.
DETROIT, MICH.

VOLUME X
NUMBER III



NOVEMBER
1921

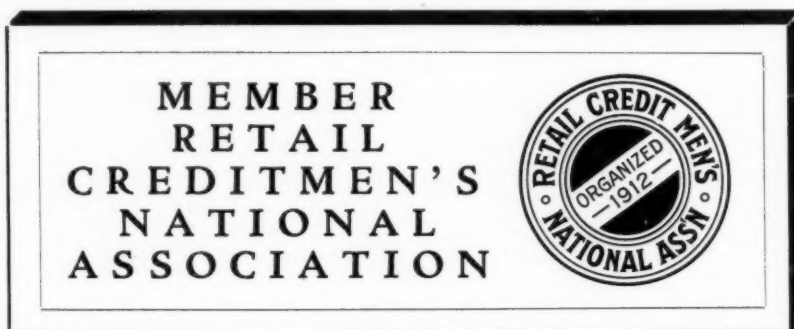
**An Efficient Credit Bureau is the Characteristic Mark of
a Progressive Retail Merchants Association**

Get a Membership Sign!

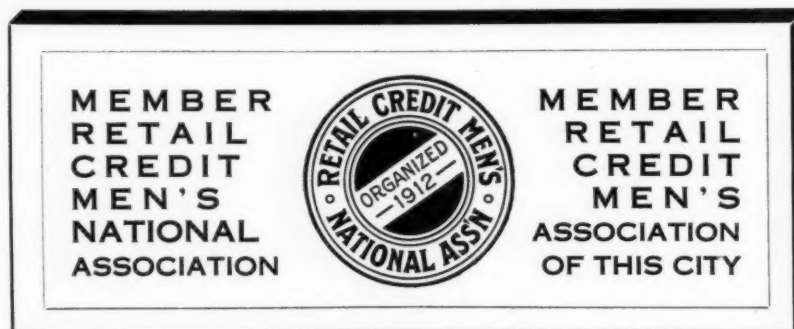
Every member should have one of these handsome signs hanging in a conspicuous place in his office where customers will see it.

They are in gold and black on cream-colored celluloid with metal back, and will not tarnish. The cost is only fifty cents.

*THIS STYLE FOR INDIVIDUALS NOT MEMBERS OF
A LOCAL ASSOCIATION*



THIS STYLE FOR MEMBERS OF A LOCAL ASSOCIATION



*Order from
National Office*

The Torch of Safety

The AMERICAN SECURITY CREDIT COMPANY



A World Wide Credit Organization

"We Protect Your Credits"

The time is right here, that any business hoping to come out of the crucible of post war strain with a presentable credit sheet, should employ the proven services of a company that bonds itself to them for *definite recovery* from past losses and protection against future losses.

The American Security Credit Company is rendering this double benefit under a unique system of operation to thousands of clients throughout the country and can do it for you.

Let us place before you further detailed evidences of just how our proposition operates under distinctive and comprehensive "Service Obligations." It stands alone—unlike any other Credit Service in existence.

Never was there another Credit Service Company organized along the same broad lines.

Ask your assistant to write for particulars

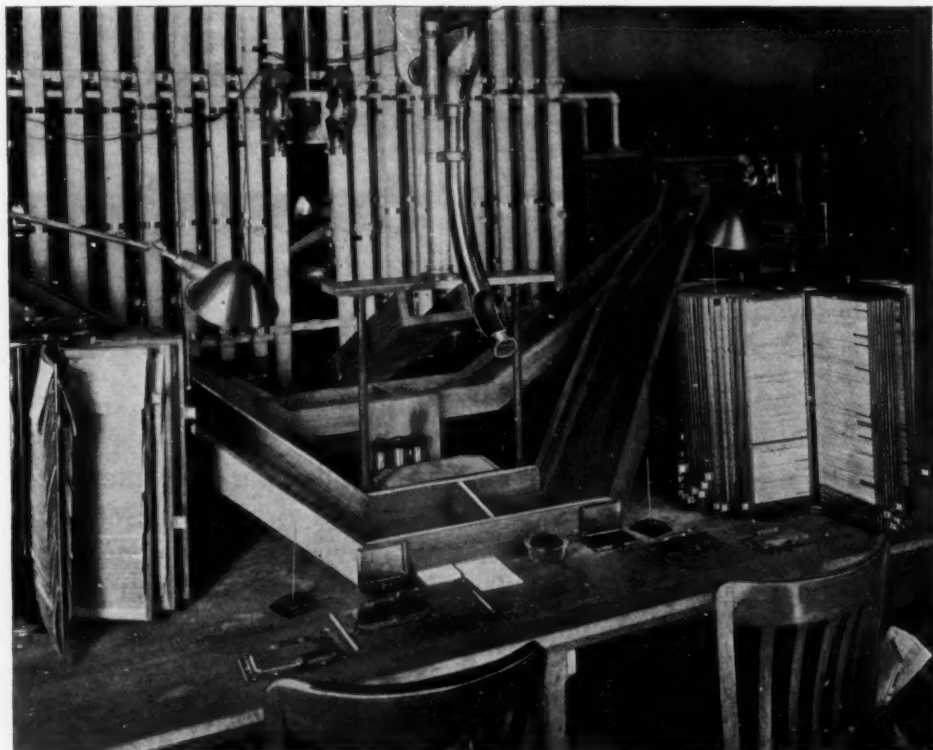


Home Office of Company, 117 North Broadway, St. Louis, Mo.

19 S. LaSalle Street
Chicago

BRANCH OFFICES:
48 East 41st Street
New York City

No. 5 Doane Street
Boston



For Convenient Handling of Charges

THIS picture shows the charge authorizers' station in the Burgess-Nash store, Omaha, Nebraska.

Charge carriers are delivered conveniently to the authorizers' hands. The indexes, refer lines, and return chute are all placed so that large volumes of charge transactions can be handled in the shortest possible time.

The careful laying out of the charge authorizers' desk forms an important part of our work in connection with the planning of a new store service system or the modernizing of the system already in operation.

THE LAMSON COMPANY 100 BOYLSTON, BOSTON, MASS.

BRANCHES AND SERVICE STATIONS

Boston.....100 Boylston St.
New York.....9-11 East 37th St.
Philadelphia.....210 North Broad St.
Pittsburg.....319 Third Ave.
Baltimore.....Equitable Building
Rochester.....194 East Main St.
Detroit.....525 Woodward Ave.
Cleveland.....2063 East 4th St.

Cincinnati.....119 East 5th St.
Indianapolis, Cor. Washington & Illinois
Los Angeles.....221 San Fernando Bldg.
Chicago.....6 North Michigan Ave.
Omaha.....418 McCague Bldg.
Minneapolis.....320 Tribune Annex
San Francisco.....617 Mission St.

St. Louis.....709 Pine St.
Toronto.....136 Simcoe St.
Vancouver, B. C.....603 Hastings St.
Dallas.....905½ Elm St.
Seattle.....215 Stewart St.
Washington, D. C. 426 Colorado Bldg.
Atlanta.....30 Moore Bldg.

ADDITIONAL SERVICE STATIONS

New Orleans.....223 Bourbon St.

Albany.....22 So. Pearl St.
Kansas City.....210 New Ridge Bldg.

Buffalo.....194 Main St.

Lamson Speed Protection
Flexibility Economy **IMPROVED Service**



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THE CREDIT WORLD

Official Organ of the



RETAIL CREDIT MEN'S NATIONAL ASSOCIATION

Issued Monthly

DAVID J. WOODLOCK, *Editor*

Subscription: \$5.00 Per Year

Executive Offices, National Bank of Commerce Bldg., St. Louis, Mo.

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EDITORIAL

—THANKS—

THE Executive Secretary and the Credit World Committee desire to express their thanks to those members who have been so generous in their praise of the New Credit World.

It will be our constant aim to give you just what you want in a high class magazine.

We urge every member of the National Association to co-operate with us to the extent of keeping us advised as to matters of interest transpiring in your local associations, contributing articles on interesting subjects and patronizing those advertisers who are patronizing your magazine.

Respectfully,

David J. Woodlock, Ex. Secty.

Wm. J. Starr,	} Credit World Committee.
W. T. Snider,	
J. A. Fetterly,	
J. M. Connolly,	
E. B. Heller.	

FIFTEEN REASONS WHY EVERY RETAIL MERCHANT SHOULD BE A MEMBER OF THE RETAIL CREDIT MEN'S NATIONAL ASSOCIATION

1. THE BRINGING TOGETHER OF THE RETAIL CREDIT GRANTORS OF THE COUNTRY for an exchange of thought, thereby perfecting ourselves as individuals, and Opening our Books to one another so we may be forewarned of the undesirable.

2. THE PUBLISHING OF THE CREDIT WORLD, a monthly Magazine containing instructive articles pertaining to our profession,—the only Publication devoted exclusively to Retail Credit problems.

3. THE ORGANIZING OF LOCAL ASSOCIATIONS as branches of the NATIONAL, making more simple and efficient the exchange of information between individuals and Associations in other Cities, furnishing these Local Associations with Bulletin Service regarding Bad Check Swindlers, etc.

4. A SERVICE DEPARTMENT of 250 Agencies and Bureaus for compiling and furnishing Reliable Credit Reports.

5. AID IN COLLECTIONS, through the

medium of Collection Stickers and Inserts issued by the National Office and the use of our Emblem on Statements and Letterheads, Collections can be increased.

6. ADVERTISING CAMPAIGNS, conducted in various parts of the Country by, Local Associations by means of Newspapers and Sign Boards are a wonderful force in teaching the Public the necessity of Prompt Payment

7. LOCATING MISSING DEBTORS: By a System of Exchange and the Publishing of the names of Missing Debtors, we locate many who have moved and failed to pay their accounts.

8. LEGISLATION: By united action, we encourage the enactment of Laws for the protection of the Credit Grantor. Our National Legislative Committee is constantly posted on Bills pending in both National and State Capitols.

9. STATE AND REGIONAL CONFERENCES: Through the medium of State and Regional Meetings, held under the supervision of the National Association, we enable Credit Men of a particular Section to get together for discussion of their problems, a wonderful educational feature.

10. EDUCATION OF CREDIT CLASSES: A Special Committee for promoting Credit Classes in Schools and Universities and co-operating to make them successful.

11. CREDIT DEPARTMENT METHODS: We have a Special Committee of experienced Credit Men to study the various Systems in use and give the Retail Merchant the result of their study, so he may adopt the best and most simple method of conducting his Credit Department.

12. CREDIT LITERATURE: The Collection of various Forms used in the Credit Departments of our members, so as to give each the benefit of the experience of all.

13. RESEARCH DEPARTMENT: A new feature. The compiling of Statistics regarding Credit Losses from Bad Debts—Turnover—Percentage of Outstandings—Accounts Receivable, Etc.

14. COLLECTION AGENCY INFORMATION: We furnish members information as to the ability of Collection Agencies and thus keep many from being victimized by frauds.

15. ANNUAL CONVENTION.—A gathering of Credit Grantors, members of our Association for an exchange of thought and discussion of all things pertaining to Credits and Collections.

A SUGGESTION

So many members have a habit of answering trade inquiries in as few words as possible that we suggest the following be adopted as a standard so there may be no misunderstanding as to what is meant.

Customer settling bill 30 days after rendition of bill will be reported as "Prompt pay."

Customer settling bill 60 days after rendition of bill will be reported as "Fair pay."

Customer settling bill 90 days after rendition of bill will be reported as "Slow pay."

Customer settling bill 120 days after rendition of bill will be reported as "Undesirable."

MAKING THE "CREDIT WORLD" A NATIONAL MAGAZINE

One of the best ways of helping build our publication is encouraging Advertisers to use its pages. They can find no better medium for keeping their product before twelve thousand (12,000) Retailers.

Our members should remember this and mention it to those from whom they purchase.

THE USE OF SIGNS AND EMBLEMS

Members who use our emblem on their Letter-head and Statements report good collections because of the psychological effect. The same is true of the display of our Membership Sign in your office. As they cost but fifty cents (50c) each, every member should get them from the National Office.

OPENING THE ACCOUNT

Remember in opening an account you cannot get too much information about your customer. Don't be afraid to ask questions but do it diplomatically. Next to this in importance is having your customer understand your terms and the fact that he is expected to live up to them.

WORTH WHILE SERVICE

A YEAR ago the National Office published the name of Wilbur Crane, who was owing several accounts in Oakland, California. On four different occasions, members had written, telling us he was appearing in their City, but for some reason or other we failed to make connections. A week ago, he landed in St. Louis, and our National Office immediately wired to our members in Oakland, who instructed us to turn the matter over to an Attorney. We got in touch with Dows & Wheeler, Attorneys for the Associated Retailers of St. Louis. The result was that these gentlemen, accompanied by a Detective, appeared at his Hotel one morning before he and his wife had gotten up and proceeded to pack up all the wearing apparel that was in sight. When the actor found he would be compelled to remain indoors for want of clothing, he produced \$300.00 to pay the account, together with fees, etc.

ANOTHER EVIDENCE OF CO-OPERATION

A lady named G. D. Harris, residing in New York, owed a large bill to one of our St. Louis specialty stores, and was stopping temporarily at a St. Louis Hotel. The same Firm of Attorneys, with the same Detective called on her with a Keplevin and proceeded to take charge of her very extensive and valuable wardrobe. She paid the bill, and in the course of her conversation mentioned that she owed a thousand dollars to New York Merchants. We immediately wired New York and succeeded in collecting accounts for several of our members in that City. This shows what can be done by co-operation and by keeping in touch with the various Local Associations throughout the Country.

Another recent case was that of a former Burns Detective man, who passed a number of worthless checks on merchants in Memphis. He was captured in St. Louis, and through the efforts of the National Office, assisted by our Legal Advisor, Mr. Lawrence McDaniel, we succeeded in collecting a large part of the money and making arrangements for the payment of the balance.

A GOOD ACKNOWLEDGMENT LETTER FOR A NEW ACCOUNT

Dear Sir:

We appreciate your patronage very much and wish to assure you of our earnest desire at all times, to render a service which will fulfil your wants in every detail.

Any suggestion you may have to offer in connection with the handling of your account will be welcomed.

If either Mr. — our manager or I can be of further service to you, be assured of our desire to serve you.

Very respectfully,
Credit Manager.

THE USE OF NATIONAL ASSOCIATION EMBLEMS, COLLECTION INSERTS AND SIGNS

During October the National Office filled more orders for supplies than the entire preceding six months. It shows members are securing results by using these aids to collections. Every member should have our Membership Sign hanging in a conspicuous place in his office and use our emblem in his collection letters. They cost but 50c each and can be had from National Office.

THE MERCHANTS' NATIONAL DETECTIVE AGENCY—Drew Bldg., Tulsa, Okla., is reported to be closed. This agency has recently been investigated by the Better Business Bureau, and we would suggest that anyone who turned claims or checks over to them for collection get in touch with the Better Business Bureau. This Agency is reported to have worked on the plan of collecting \$25.00 a year in advance for the privilege of handling accounts for collection.

THIS LETTER TELLS A STORY OF SERVICE AND CO-OPERATION

October 20th, 1921.

Mr. W. H. Gray, Secretary,
Cleveland Retail Credit Men's Assn.,
Cleveland, Ohio.

Dear Mr. Gray:

We take this occasion to thank you, the National Association and some alert Credit Department, for securing this man's address, which has enabled us to collect on a worthless check for \$55.00 given us about six months ago.

A few hours after giving us this check, and also issuing several to fellow workers where he was employed, this man disappeared without leaving anything whereby he could be traced. At your suggestion, he was bulletined in the Credit World, and as a result when he recently left cover, somebody secured his address, in consequence of which we have made recovery of what we considered a total loss.

Very truly yours,
(Signed) Browning, King & Co.
By Geo. H. Buchwald, Cr. Manager.

The information was furnished by W. G. Appel of Greenfield Bros., St. Louis, and shows what can be done if all members will read the Credit World.—Woodlock.

To insure good collections four things are necessary: System—attention to accounts—a knowledge of the debtor—persistence.

The working capital of your firm is represented by the bills receivable. The welfare of your firm depends upon the prompt turn over of this cash receivable. It is not a matter of concern for one merchant or one Credit Man. It is a question for all; and we cannot serve ourselves or our firms in a more practical or substantial manner than by co-operating for the purpose of obtaining the best results.

A NEW DEPARTMENT OF CREDIT EDUCATION

AFTER eight years of existence, The Retail Credit Men's National Association occupies a position of importance in the Retail business of the country, and its influence on the moral and economic life of the Nation has already been recognized.

As the Organization grows and develops, much of the thought expressed at the Annual Conventions and through the columns of the "Credit World" is gradually put into action, as a result of definite organized effort by Committees appointed by the President of the Association.

Much has been said about Credit Education, and here and there some splendid educational programs have been carried out with good results. This year, the National Association will make an effort to organize an educational department, with the object of harmonizing the thought on this subject, and of standardizing the methods of teaching and disseminating Credit Education.

President Nelson has asked former President Sidney E. Blandford of the R. H. White Co. of Boston, Massachusetts, to undertake this, and in accepting Mr. Blandford asks the support and co-operation of every member of the Association.

Suggestions and outlines of Credit classes already established will be gratefully received, and will be of great material help in laying the foundation of this work.

TEN RULES FOR THE CREDIT MAN

1. Know your customer before extending credit.
2. The time to find out about a customer is before his name goes on your books.
3. Insist upon references and investigate them before extending credit to strangers.
4. When the prospective customer hesitates to give references—you hesitate in extending credit.
5. Have the courage to say "NO."
6. Explain that it is necessary to have prompt payments of accounts, in order that you may be prompt in paying yours.
7. Do not let your customers decide when they want to pay their bills; that's your job.
8. Remember that the possible loss of a few customers who will not pay promptly is really an asset to your firm's business.
9. Trade reports on a party are good, but not always dependable. Learn something about his character and general reputation. In other words—learn the moral hazard.
10. Boost your Rating Bureau and co-operate with it in every way to make the service more efficient.

EXTRA

Don't bank too strongly on references—keep in mind—that an undesirable will always give you as reference—those he **HAS PAID**. Your Bureau will give you the names of the firms **HE DID NOT PAY**.

LETTER WEEK OF THE RETAIL CREDIT MEN'S NATIONAL ASSOCIATION

Nov. 21st to 27th, 1921

WE have set aside the week of November 21st to 27th, as LETTER WEEK and ask each member of the R. C. M. N. A. to write one letter each day to someone who should be a member. Ask him to join us in our work; get his application.

If each member responds to this appeal it will mean 60,000 personal invitations will be mailed during that week. If the return is only 10% it will mean 6,000 new members. It would be a record breaking event, demonstrating the faith that is in us.

This novel idea was prompted by the thought that President Nelson and Past President Blackstone both became members because of a post card written them seven years ago by Secretary Woodlock.

Let us prove we are the most active and progressive Organization of Business Men in the world. Write one letter a day for six days and send the National Office a list of the names so we will know you are on the job and so we can also follow them up. That is not asking much.

D. J. WOODLOCK, Secy.

BUSINESS CONDITIONS:

The improvement in fundamental business conditions noted last month continues, but its pace is slow and irregular. It is well that the progress should be gradual, for after the sharp liquidation through which we have just passed a quick recovery based more upon psychological than material considerations might lead to a second and a more serious reaction on the part of the consuming public. Although the shipping, steel and machinery manufacturing industries appear to be in the depth of the depression which did not come to them until long after it had caused readjustments in other lines, those industries which have completed liquidation are now in the way of fairly profitable operation.

JUST A WORD TO MEMBERS IN CITIES AND TOWNS WHERE THERE IS NO LOCAL ASSO- CIATION OF RETAIL CREDIT MEN

You believe in co-operation on Credit Matters. You can't learn what the experience of the other fellow is by remaining within the four walls of your office.

You need a Local Association of Credit Grantors holding regular meetings and exchanging confidences.

Why not become a leader—call your merchants together—Organize—Join the National Association and become an active unit of this great association.

Our National Office will help you.

D. J. WOODLOCK.

OKLAHOMA HOLDS STATE CONFERENCE

ON October 17-18th the First State Conference of Oklahoma met at Oklahoma City. There were in attendance during the two days over 100 Credit Men and Bureau Secretaries from all parts of the State. The arrangements for the Meeting were made by National Director A. D. McMullen and the programme was unique because of not having set speeches or prepared papers. It was a constant "Quiz," Director McMullen and Secretary D. J. Woodlock taking the role of Schoolmasters. The Meeting was presided over by Frank A. Whitten, President of the Oklahoma City Retail Credit Men's Association, but from time to time he turned the gavel over to others.

The following was the programme:—
October 17th.

9:30 Call to order, F. A. Whitten.

9:32 Address of Welcome, Walter C. Dean, Pres. Okla. City Retailers Assn.

9:40 Conference Subjects, "Why I Believe Credit Grantors Should Co-operate," R. R. Sesline, Credit Mgr. A. Rosenthals.

9:50 to 12:00 Noon.

Open Forum and Quiz conducted by A. D. McMullen and D. J. Woodlock, questions pertaining to Taking Applications and Opening Accounts.

12:00 Noon. Group Luncheons.

1:30 to 5:30.

Open Forum and Quiz, questions pertaining to Gathering Information, Bookkeeping and Collections. D. J. Woodlock, Quiz Master.

October 18th.

9:30 to 12:00.

Open Forum and Quiz, "Legal Collection," Led by John E. Shields, Atty. for Retailers of Oklahoma City.

1:30 to 5:00.

Open Forum and Quiz, Explanation of the Fraud Check work of the Retail Credit Men's National Association, by D. J. Woodlock and A. D. McMullen.

"Extending Our Activities in Oklahoma," by State Chairman Rayson of Tulsa.

OUR RELATIONS WITH RETAIL MERCHANTS ASSOCIATIONS

National Director Adolph Grasso of San Antonio, Texas, has issued the following statement regarding our co-operation with Local Associations of Retail Merchants:

The Retail Credit Men's National Association in no wise competes with the Retail Merchants Association but on the contrary, it will always co-operate with the local Retail Merchants Association. It will not organize a local Retail Credit Men's Association in competition with your local Retail Merchants Association. In all Texas cities and towns where we have a Retail Credit Men's Association, the Secretary of the local Retail Merchants Association is also Secretary and Manager of the Retail Credit Men's Association.

GROUP CONFERENCES CLEVELAND CONVENTION

TOO early to talk about it? Not a minute too early, the earlier, the better. Better for the Group Conferences and better for every delegate who will attend them.

Those who attended the group conferences in Houston do not hesitate to say "that they were the out-standing feature of the convention. Group Conferences afford the only opportunity to discuss matters pertaining to the various branches of Retail Credit Granting and Collections and permits delegates who are in the same branch of business to become acquainted and exchange ideas.

President Nelson has reappointed E. B. Heller of St. Louis General Chairman and William J. Starr of Boston Vice Chairman of the General Group Conference to be held in Cleveland. With their experience in Houston as a guide these two gentlemen promise all who will attend the Cleveland Convention a conference that will be well worth travelling across the country to attend. The Conference in Cleveland will be bigger and better than ever and more time will be allowed for discussion.

Send your name—the name of your firm and the Group you will attend. **DO IT NOW.**

DAVID J. WOODLOCK,
Executive Secretary.

Address all communications to
E. B. HELLER,
804 N. Broadway, St. Louis, Mo.

IF AT THIS TIME— YOU ONLY THINK— YOU WILL ATTEND— THE CLEVELAND CONVENTION

Send us your name—the name of your firm; and mention the Group you would like to attend. The undersigned have accepted reappointment of General Chairman and Vice-Chairman of the Group Conferences to be held in Cleveland. We are going to make these conferences worth while—we are going to make you talk about them after you reach home. We are going to make them of inestimable value to every Credit Man and Woman who attends; and if you don't attend—you will do yourself and your firm an injustice.

Send us your name—the name of your firm and the group you wish to attend. Also send any topic you wish to have discussed.

Group Conference Committee,
E. B. HELLER, Chairman,
WM. J. STARR, Vice-Chairman.

Address—
804 N. Broadway,
St. Louis, Mo.

Okmulgee claims to have found the following in a Trade Journal. We admire their taste: "Sir: my stenographer, being a lady, cannot transcribe what I think of you. I, being a gentleman, cannot think it. But you, being neither, will understand what I mean." This was sent in reply to a "Dun."

KEEPING PEOPLE HONEST

I WONDER if it has ever struck you as a Credit Man what a large part you play in the personal lives of the American people!

I wonder if it has ever struck the Retail Merchant who is ever anxious to assist in Civic and Moral uplift and community work what can be done through the medium of his Credit department.

Statistics show that 99% of the people are honest at heart. The percentage of those who deliberately defraud us is very small, but the Credit Man has it in his power to cause honest people to become dishonest if he permits over buying and extravagance. Many well meaning people become so deeply involved in debt that they drift helplessly into the dishonest class. Many breakings of homes and separations of matrimonial ties are caused by permitting wives to buy in excess of the husband's income.

On the other hand the Credit Man who realizes the possibilities of his position can encourage Thrift and Economy and keep people honest by teaching customers to pay their bills promptly and to live within their income.

It may sound odd to say the Retail Credit Men's National Association can take its place with the Religious, Civic and Fraternal Organizations who are teaching people the right way to live. We are assisting the Bankers by encouraging Thrift, we are assisting the Government by preventing the making of undesirable citizens, we are assisting the Merchants by making Thrifty and Honest employees.

Think it over and see if I am not right. Then tell me why it is that Retail Merchants who do not hesitate to assist all civic movements are so slow in becoming members of the Retail Credit Men's National Association, and doing their part in teaching "Prompt Payments, Economy, Thrift and Honesty."

SUGGESTIONS WANTED

The National Thrift Week Committee, of which Mr. C. P. Younts, of Barringer-Norton Co., Houston, Texas, is Chairman, desires suggestions from members for a Poster or Special Advertisement, to be used in a National Campaign to encourage Prompt Payment of Accounts.

It is the intention of the Committee to select the most appropriate and have it given publicity in every City in which a Local Association exists.

Here is a chance for some member to become famous and as National Thrift Week will take place in January, you are urged to send your suggestions to Chairman Younts at once.

GETTING THE MONEY

Here is a true story of what was recently accomplished through the medium of the Credit World and some aggressive work on the part of the attorneys for the St. Louis

association, Messrs. Dows and Wheeler, which simply spells service and efficiency, the kind the National members want and should receive.

About two and a half years ago a very prominent member of the Hollywood movie colony in California, disappeared, and several of his creditors were unable to locate him. About a year ago his name was published in the Credit World and a few weeks ago a member in Grand Rapids reported that this actor was playing at a vaudeville theater in that city. By the time the information was received by his Oakland creditors, this actor was playing at a vaudeville theater in St. Louis. The names of the creditors and amounts of their accounts were wired to Mr. Woodlock, who immediately upon receipt of the wire, turned same over to Messrs. Dows & Wheeler for attention. It took several days to get everything in readiness to attach this debtor's property due to a difficulty in locating his hotel, which required some shadowing after he left his theater, and also because of the further difficulty of obtaining a constable's services on short notice. However, all was accomplished and the attachment made on the baggage of this debtor early one morning while he and his wife were still in bed. As can well be imagined, in a strange city, with nothing but a pair of pajamas apiece and a vaudeville appearance to be made that afternoon, this debtor lost no time in squaring up.

Below is a letter which was written by the Co-operative Credit Association of Alameda County, the Oakland association, which shows what they think of this kind of service, and this is but an example of the service that can be interchanged between members when they are "up on their toes" making use of the advantages the National Association affords for reciprocal service.

Oakland, Calif., Oct. 27, 1921.
Associated Retail Credit Men of St. Louis,
506 Chamber of Commerce Bldg.,
St. Louis, Mo.

Gentlemen:

We herewith acknowledge receipt of your remittance for \$..... being the net amount due us on collection of....., and certainly wish to compliment your office on the splendid service rendered in this matter.

We have been trying to locate this party and make collection for over a year but seemed to be always a jump behind. It is indeed gratifying to get an old matter of this kind off our records, and our members here are very well pleased.

It is cases of this kind that tend to give the Credit Bureau a real standing over the country, and more firmly sell the idea to our own members.

Again thanking you and assuring you of our willingness to be of assistance to you whenever necessary, we are,

Co-operative Credit Assn.

S. E. Shermantine, Manager.

ORGANIZING MERCHANT OWNED RATING BUREAUS

WE suggest that Communities where the Organization of a Merchant Owned Rating Bureau is contemplated get in touch with the National Office of the Retail Credit Men's National Association.

Being familiar with the working of many such Bureaus we are in position to give advice and suggestions that may save you much trouble and money.

The most successful Credit Men in either City or Town are those who centralize their efforts and clear all their reports from one Office. Don't encourage the organization of more than one Rating Bureau or Agency. It only means a duplication of effort, a dividing of force.

Don't expect something for nothing. You cannot get good reporting service unless you pay a reasonable price. Why save a few cents on a report and lose a hundred dollars on an account.

Franklin Blackstone says: "What is needed in the National Membership Campaign is 'pep' and lots of it during the months of October, November, December and January and then to continue it during the balance of the administrative year. A good 'snappy' organization at the beginning of a Membership Committee Organization is the thing that puts across a real increase in members and that is one thing that is positively needed by the R. C. M. N. A. before it can hope to secure that perfect retail credit co-operation that is so essential to the general credit welfare of the Country."

HELP THE SERVICE DIVISION

Since taking over the National Association of Mercantile Agencies, as members of the Service Division of our Association, there should be no reason for thinking of organizing New Rating Bureaus in Cities or Towns where a Service Division member is operating.

If the service you are receiving is not satisfactory, make formal complaint to Mr. J. R. Truesdale, Secretary Service Division of the R. C. M. N. A., 1310 Wick Bldg., Youngstown, Ohio. Then if no improvement is shown, it will be time to talk of a new Bureau.

Don't forget each new Bureau or Agency in a City where there is an established Rating Organization, means DIVIDED effort, means lack of concentration of Information, which is so essential in Retail Credit Work.

Give the Service Division member a chance. It may be he is not giving the service you desire because of a lack of co-operation on the part of the Credit Men and Merchants. It may be you want something for nothing and are not paying him enough to enable him to furnish first class information.

Try to bring the existing Bureau up to your ideas by co-operation instead of competition.

D. J. WOODLOCK.



THE CREDIT WORLD

November, 1921



The Credit Man's Lighthouse

By Joel J. Pincus

Credit Manager of the Outlet Co.,
Providence, R. I.

EVERY city should have a Credit Man's Lighthouse for its guide. They are just as essential to Credit Men as lighthouses are to Seamen.

A Captain of a coastwise ship could not navigate his vessel safely without lighthouses as guides. Neither can a Credit Man navigate his department safely without a Credit Rating Bureau, the Credit Man's lighthouse.

Last February, the Retail Credit Men of Providence decided that our city should have a Retail Credit Rating Bureau. With this end in view, a committee of three was appointed to take the matter up with the Executive Committee of the Chamber of Commerce, who immediately accepted our plan as a necessity for the City of Providence, and agreed to underwrite us for a certain amount, in case we could not get the required membership the first year. At the present writing, we have 90 members for the Credit Rating Bureau, which takes in the leading Retail Department Stores, Specialty Shops, Milliners, Shoe Stores, Installment Houses, Piano Stores, Florists, Laundries, Insurance Companies, Automobile Concerns, and Banks. Any Retail Merchant doing a charge business is eligible to membership.

Our membership contract stipulates that a list of each store's charge customers, with their respective ratings as to paying habits, be sent to the secretary of our bureau, together with member's dues.

Our purpose in making this clause in the contract is so that no member will receive any information from our bureau, until he has co-operated by giving us the benefit of his customers' ledger experience.

The card marked Exhibit A is our master card. You can readily see that by glancing at this card, practically all the information a Credit Man desires is at hand. The ratings at the bottom of the card are from the different members, each member having a key number. The reason for having this master card in an envelope form is so that all newspaper clippings pertaining to court notes, chattel mortgages, or any other information that will affect a person's credit, can be filed in this card, so it will always be ready for immedi-

ate use. You will notice that on the right hand side of the card, it says, "News Items." If we have any such, there is a check mark along side of this, so that the girl can tell at a glance if she needs to look into the envelopes. In cases where we have detailed reports on customers, there is a provision for this to be also checked on the face of the master card.

The slip marked Exhibit B, is used by the members when sending in inquiries to the Rating Bureau.

Exhibit C is used by the telephone operators, at the Rating Bureau, in taking information over the phone.

Exhibit D is the form used by the Rating Bureau when sending out of town for reference.

Exhibit E is the form used in changing addresses. Each member has a pad of forms such as Exhibit E, and the moment that he receives a change of address, a copy is sent to the Credit Rating Bureau at once.

Exhibit F is the form members use in sending their original ratings to the bureau. This, as you will note, will give a brief history of each customer, and the manner in which they pay their accounts.

Our Bureau has been in operation since the 12th of September, and is giving wonderful service to the members. It took us about six months to compile the ratings on to the master cards.

We have sent letters to the Credit Men of the neighboring cities, asking them to, in the future, write direct to the Rating Bureau, when asking for information on any of the Providence customers, as by so doing they can at one writing obtain from 5 to 15 ratings on a customer.

Of course, you understand, we will never refuse to give an out of town store our experiences, and this letter was only sent as a suggestion for better service for anyone who is interested in any of our customers.

It seems it would be unnecessary to try to set forth in this article, the necessity of a Retail Credit Rating Bureau, as I believe every Retail Credit Man in the country knows the good that is derived from any such bureau.

Our rates for the subscribers of the bureau range from \$25.00 to \$500.00. With this range in price of rates, we are able to enroll any merchant doing a Retail Credit business, from the small corner grocer to the largest department store.

The Executive Committee of the Chamber of Commerce has vested the management of this bureau with the Retail Credit Men of this city. It is needless to say that it is not run for a financial profit. The only profit wanted is the profit of the merchant's ledger experience. You will readily see that this is a co-operative organization, where each Credit Man is trying to help the other.

You will always find that Providence is ready and willing to co-operate with any Credit Rating Bureau in the United States, as we know that it is only by co-operation that we can progress.

The Rating Bureau has on hand directories for all cities and towns within a radius of 50 miles from Providence, as well as tax books for all towns and counties within the same radius. The daily papers are carefully scanned for news affecting anyone's credit, and the moment any such news is received, the girls of the bureau call up the member who is selling that party. In this way, lots of valuable tips are received almost the moment they happen.

We also find that the bureau saves members at least \$1.00 a day in postage and telephone messages, as instead of sending out 20 to 30 references by mail, we can at one telephone conversation give the bureau all this information to obtain for us. It also speeds up the opening of new accounts. We are relieved of the necessity of buying directories, so you see a service such as this bureau can offer puts money in the merchant's pocket.

There is no reason why every city of 50,000 population should not have a retail Credit Rating Bureau, and when bureaus such as the one described above are established throughout the United States the credit losses will be cut in half.

Any Credit Man visiting Providence is invited to inspect our bureau. We will gladly and willingly give our experience in establishing and running a Credit Bureau.

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Just think of the advantage of having a Rating Bureau in every city that has a Retail Credit Men's Association. What a reservoir of credit information will be in instant readiness. It will mean that a Credit Man in California can inquire from Rhode Island, and get real information about the prospective applicant, as information obtained from rating bureaus gives all the good and all the bad they have on each individual, and when this vision of credit rating interchange is in practice the ideal in the credit world will be achieved.

Just imagine that when Mrs. Browning calls on you to open an account, she has just moved into your town, coming from Cleveland. Of course she gives as reference two or three firms with whom she has done business. Instead of your consulting those houses you, through your local bureau, write the Cleveland Bureau. The answer comes back that 3 houses report "P," 2 others report in "Attorney's Hands," and 3 others report absolutely "N. G."

The foregoing is a brief illustration of the value of a Rating Bureau, as you instantly have the information you need, and without a Credit Rating Bureau you would probably never learn of Mrs. Browning's bad ratings.

This also applies to applicants who are residents of your own city. How often applicants for credit give only 2 good references upon the strength of which the account is opened.

We have already in our brief experience turned down accounts because the Credit Rating Bureau has information of the applicant's past that would not warrant the opening of an account and yet without the bureau we probably would never have known of their "dead beat" qualities.

A Credit Rating Bureau acts as a light-house for all applicants for credit. It guides us by pointing out the rocky places as well as the smooth spots, when navigating our new accounts, through the ocean of charges, on which we are the pilots for our employers.

The Retail Credit Men's Association, which is really the sponsor for this Rating Bureau, meets weekly, at noon, in one of the down town restaurants. I thought that you would be interested to learn the way these weekly luncheon meetings are conducted.

Each member is requested to send to the secretary of the association, not later than Saturday of each week, a list of not over six names, of customers, all of whom he is interested in. They can either be new accounts, accounts becoming slow, or skips. The names are compiled by the secretary on one sheet of paper, and sent to each member two days before the meeting. In this way, each Credit Man goes over the list and jots down his experience on any name listed that he is selling. At the meeting each name is read by the secretary, and every member having information on the name in question gives

this information. The slips marked Exhibit G are the slips that are used at this weekly meeting.

We find that these weekly meetings have enabled us to locate customers whom we have figured as skips, by the fact that other Credit Men happen to know something about the party in question. Several skips have been located in this manner, and it is also interesting to find to what a great extent some customers are purchasing on credit. There is one case in particular, of a customer who was making \$40.00 a week, who we found owed about \$3,000 amongst eight stores. Of course his credit was immediately cut off until he could work off the load of debts on his shoulders.

If every city that has a Credit Men's Association would inaugurate such weekly meetings, they would soon find their organization indispensable. Besides the information obtained, the good fellowship derived by meeting each other weekly is priceless.

The following from "Credit Echoes," the official organ of the Retail Credit Men of San Francisco, could be well applied to other Associations. It would be well for each member to read and take to heart.

S. O. S.

Meaning "The same old supplicating."

Fellow members of the Associated Retail Credit Men of San Francisco, do you realize what your obligation to your association is?

Well, for its complete success which means your success your responsibility is, giving it your fullest co-operation.

This co-operation can only be given by keeping in touch with the association's desires and activities, which necessarily means attendance at its meetings.

A few of its active members, particularly its directors, work diligently and unselfishly.

They have had co-operation for which they are thankful and have accomplished much.

But there is much more to do.

During the past year they have been put to the test in endeavoring to arrange the kind of monthly meeting program calculated to encourage a better attendance.

A resume of this attendance discloses an average of less than one-third of our membership.

Should the directors have worry in this direction?

They should not. On the other hand, they should not only be reasonably assured of our faithful attendance but that each of us would be there with something of interest to the other.

The annual election of officers and directors is scheduled for Thursday evening, October 20.

Can you treat lightly the importance of this election?

Shall we all be there to voice our appreciation of the efforts of our officers outgoing and to encourage the new ones we will elect?

Sure we will.

—R. S. M.

THE COLLECTION AGENCY AS AN ADJUNCT TO THE CREDIT MAN

By John N. Diamond, President of the Creditors Association, Inc., Seattle, Washington, and President of The Collection Agencies Association of Washington.

NOW that the amalgamation of those two great bulwarks of credit: "The National Association of Mercantile Agencies and the Retail Credit Men's National Association," has become an established fact, let us fire the first gun in a national campaign to support and encourage an organization—still in its infancy, but composed of honest, upright, conscientious and intelligent men engaged in the Collection Business whose battle cry has been and will continue to be "Honesty and Efficiency."

The legitimate collector is an integral part of our credit system. No Credit Man can accomplish the wonderful results on "dead accounts" that a real live wire professional collector can, simply because the expert collector is a shrewd, energetic, resourceful and intelligent man that has made "Collections" his business.

In order to make a collection when all ordinary methods have failed, it is necessary that you first obtain "Collection Information." In other words unless one first secures sufficient data upon which to force the debtor through legal procedure, it is foolish to start suit. In the retail collection business this usually consists of the bank deposit, safe deposit or place of employment; these three are the liquid assets of the retail consumer. There are of course in addition attachment, execution on real property, etc., but for quick, inexpensive and less risky results the former three are preferable, but, the average Credit Man is unable to get this information in the case of closed accounts, as the data obtained at the time the account was opened has very likely become obsolete and it now requires the shrewdest kind of detective work to obtain it, especially as the debtor is at this period very suspicious. Here is where the expert collector comes in and if more Credit Men gave their hopeless claims to a reliable agency, there would be a substantial decrease in the loss column.

In Seattle we are about to organize a "Central Information Bureau" where every account received by the local members of the Collection Agencies Association of Washington will be turned in daily to the Bureau. This list in turn will be sent in alphabetical form to each client at a normal cost, thus the retail merchant and professional man has a perfect check on debtors who have defrauded other Creditors both in and out of the city and the Collection Agencies do not duplicate their efforts in tracing debtors and obtaining collection information.

Delinquent Accounts and Their Collection

By George R. Barclay

Vice President Simmons Hardware Co., St. Louis, Mo.

The nature of dunning letters—

OF all the letters the business man is called upon to write, the Collection letter is perhaps the most difficult. Money may be due and there is no reason why the debtor should not be asked to pay it; at the same time there are few things in business a man resents so much as a request for money. The Collection letter should therefore not only overcome the debtor's natural reluctance to pay, but must overcome it without injuring his feelings; at least if his good will is to be retained. Credit Men will do well to remember that "molasses catches more flies than vinegar."

Form letters may be prepared that will satisfy a majority of Collection requirements, but these letters must be modified as required by the peculiar conditions of special cases; and at any time it may be necessary to discard them entirely. This is true in the collection of larger accounts where the amount involved justifies much care and attention. The writer of such letters should have an intimate knowledge of the personality and the condition of the debtor. This not only enables him to handle the matter with intelligent tact, but by reference to some personal incident it is often possible to gain the good will and confidence of your debtor—and in this way influence him to do the best he can toward making a settlement. No set rule can be laid down for the preparation of form letters; "Circumstances alter Cases." Collection letters should be clearly written. Say what you have to say in a concise, pointed manner. Courtesy is an essential element in a Collection letter, and one should keep this in mind, even though you may find it necessary to use very plain language.

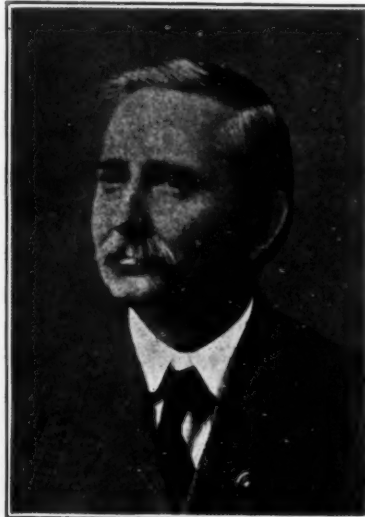
The service they may perform if properly expressed—

It is an indisputable fact that a letter properly written will bring results; provided, of course, your debtor has or can obtain the necessary funds. If impossible to make immediate payment he will no doubt submit to you a proposition as to settlement; and in most cases satisfactory arrangements will be made. If, on the other hand, your letter is harsh and of a threatening tone, he will resent it and you will fail to receive his cooperation in the settlement. This will cause further delay. It is unwise to hurt a man's feelings or humiliate him in any way. Human nature is the same the world over, and the majority of people are more amenable to mild requests than to threats. Truly, "A soft answer turneth away wrath."

How are delinquent accounts encouraged—

My answer to this is, by failure to keep

strict watch on all accounts as they mature; by not sending statements out promptly with a request to remit—this should be done and if no returns are received in ten days, a letter should go out calling attention to the statement and asking advice as to payment. In your letter ask if there is any difference



GEO. R. BARCLAY

Vice President Simmons Hardware Co.,
St. Louis, Mo.

One of the Founders of the National Association of Credit Men (Wholesale)

between the account as shown by your statement and the customer's books; suggest prompt notification so the necessary correction may be made, thus enabling your debtor to pay the account and feel sure the amount is correct.

The Credit Man must not let little things disturb him—but keep writing at regular intervals in the most kindly way and as a result the remittance will come along in due course.

The debtor should be made to understand that goods are sold on specific terms and should be paid—or at least arranged for by extension on or about maturity date. If you are prompt in your methods of collection it will stimulate your debtor to at least try and do business according to your way. The longer you delay in making a dignified demand for your money—the longer time he will take in making settlement.

How should delinquent accounts be treated—

In the first place, ascertain why your debtor is not in position to make settlement in accordance with terms of sale. If it is due to conditions of the weather, lateness

of crop getting to market, sickness in the family, or what not, by all means be reasonable; and if you have confidence in the man grant him such extension as conditions warrant. Each case must be handled on its merits; and right here is where the Credit Man must use good judgment. A wrong move at this time may not only defeat your purpose as to a prompt settlement—but may lose to your house for all time to come a good customer. Now and then you find a man who is unreasonable, and to this class your letters must be forceful. Plain words are the best; and a spade should be called a spade, not an agricultural implement. Your views should be expressed in short sentences; firm—but not discourteous. If after a fair trial your letters do not bring the desired result and you get no satisfaction as to a settlement, it becomes necessary then to say to your debtor that while you have done all in your power to try and arrange an amicable settlement—that it will be absolutely necessary to submit a proposition as to settlement or he will force you to use other methods in the collection of the debt, which would be not only embarrassing—but expensive to both parties; and make one more plea for a settlement before resorting to harsh measures. If he still remains silent, send the account to your attorney, with all facts in the case, and charge the account to suspense. Any man who does not respond to business communications within a reasonable time makes plain the fact that he is not a good business man, and sooner or later will fail. The quicker you collect your account and get the name off of your ledger, the better showing you will make for yourself.

CONVINCING REASONS

A merchant in a medium sized city of Alabama has attached half a dozen worthless checks cashed by him within the past year to a sheet of cardboard, and above each check is written the reason why it was refused by the bank. Four were returned because of insufficient funds, one because the signer had no account whatever in that bank and the sixth turned out to be a forgery. At the top of the cardboard is printed the following: "Here are Six Good Reasons Why We Cannot Cash Checks For People We Do Not Know." The sheet of cardboard is fastened on the outside of the cashier's cage where it can be easily seen by any person who may wish to have a check cashed. It has served to eliminate almost entirely requests of that nature from customers whom the merchant does not know personally.



T^o H. G. BITTLESTON LAW AND COLLECTION AGENCY, Incorporated

PHONE 80563

**SUITE 1211 CITIZENS NATIONAL BANK BUILDING
LOS ANGELES, CALIFORNIA**

Gentlemen: Please collect the following accounts. Retain your usual commission and remit balance to us. We will report to you all payments made to us and pay a commission on same. The balances shown are correct, due and unpaid.

Dated

Signed

Address

Phone

[illegible]

Retail Credit Granting

By A. N. Fraser

Secretary Boggs & Buhl, Pittsburgh, Pa.

THERE are definite principles underlying Retail Credit Granting just as there are under every part of our business life. It is as we get a clear understanding of these principles, and adapt our business procedure to them, that we are most certain of a successful outcome. It is like the rails on which the trains are operated. Everything from a transcontinental limited with de luxe equipment to the slowest and shabbiest freight on the line operates over these same two shining bands of steel. So it is with our business life and with the subject with which we are concerned just now.

The first thing which every merchant or credit man should do in relation to his scheme of Retail Credit Granting is to get a perspective of the field occupied by his store. He should ask himself "What kind of a retail credit business do I want to do? What is best adapted to my store?" The answer to this question is of primary importance. It lies at the very base of his credit business.

Broadly speaking, he will answer this question in one of two terms. He will decide that the credit business he is doing or wishes to do is of a conservative type or of a liberal type. The distinction between these two types of credit business is very fine and is one of degree only. The Credit Manager's answer to this question will depend upon three considerations. First, what is the history of his house and of the credit business he is already doing? Every house has its distinctive history and features, and it is only as these are kept in mind that the future can be safely planned. Second, what is the nature of my competition? Many a merchant of conservative trend of mind will find himself forced to do credit business in a liberal way because of the nature of his competition. Third, what is my clientele? To what class of people have I thus far predominantly appealed? It is a well-known fact that it is a practical impossibility to sell both the woman with the shawl over her head and the woman in silks and satins at the same counter.

Having looked at his credit business in a large way in proper perspective, the merchant or credit man is ready to go into the detail of his credit granting.

He will then ask himself "Are there clearly defined bases on which retail credits may be safely granted? To whom shall I give credit?" He will immediately find that there is an essential difference between retail and wholesale credit granting. Wholesale credit granting is a science. It is largely a matter of mathematics plus good judgment, of course. The wholesale credit manager asks

for his applicant's statement, and on the basis of the figures given therein, he is able to estimate to almost a mathematical certainty how much credit the applicant should have. While definite figures are always sought in Retail Credit Granting, yet the personal element enters into the question in a dominant way, and whereas we say that wholesale credit granting may be considered a science, we say that Retail Credit Granting is an art. There are, however, certain definite bases which are the fundamental considerations of Retail Credit Granting. These principles govern both the Conservative and Liberal groups, the difference being only in the strictness of interpretation placed upon them by different houses.

The first consideration is that of character. This is the moral risk, which J. P. Morgan, the elder, said, in his judgment, was the foundation of all credit granting. This is the factor which causes the debtor to pay when things go wrong, and it is to his interest to dodge his obligations. It may be illustrated by the man who, to clear his father's name in the mercantile world, assumes his debts and after long years of hard work, leaves his father's name untarnished in the business world.

The second consideration is that of earning power. This is the real test of wealth. Fundamentally there is no difference in earning power between the man with a funded capital of \$100,000 on which he is getting six per cent return and the salaried man drawing \$6,000 a year.

The third consideration is that of tangible assets—both real and personal property—but, of course, principally real property. Real property offers definite security for an account, but more than that, it is an indication of the psychology of the applicant. It shows that he is of the acquisitive type. His inclination is to settle down. That type of man will almost invariably be found willing at least to pay his debts.

These three principles underlie all proper Retail Credit Granting. They may be interpreted with different degrees of strictness, but that will depend entirely upon the disposition of the individual credit man or the type of house he is representing. A Conservative house will probably insist that at least two of the above bases will be satisfactorily answered before the applicant is granted credit; thus we have three possible groupings.

First, an applicant of good character and earning power. His earning power may decrease through adversity and misfortune, but his character will ultimately cause him to pay. Or we have, second, an applicant of

good character and tangible assets, but with indefinite income. This type of debtor is liable to be slow pay. It may even be necessary to ultimately reduce the account to judgment, but in the end the account will be collected. Or we have, third, the applicant of good earning power and tangible responsibility, but of unsatisfactory character. We may feel that the character of the applicant is liable to cause him to repudiate his debts, but it is difficult to do this if there are satisfactory assets of a tangible nature available, and the account will be secure and often very profitable.

In addition to these bases, there are quite a few general restrictions which every credit manager will recognize. Certain trades are found to be generally poor credit. Broadly we may say that hand workers are not so good credit as head workers. There seems to be a lack of appreciation on the part of the man who earns his living with his hands as to the value of credit. This is quite a natural condition. This man has probably never been a student. In school he was the backward pupil, and probably took the first opportunity of cutting school and going to work. He does not read much outside the newspaper. In other words, he is not a thoughtful man. He does not appreciate what it means to pay his debts and keep his credit good. Another general classification that is unsatisfactory is comprised of those of unstable occupations or residence. The man with a variable income is often unsatisfactory credit. In the same way, the customer of uncertain residence, sooner or later seems to find it easy to dodge his debts instead of paying them.

No discussion of Retail Credit Granting can be complete without some consideration of a definite collection policy. The collection policy of a house will depend on the type of credit business it adopts. If a conservative credit policy is adopted, and the accounts are held to a high level of responsibility, then a more liberal collection policy may be permitted without danger of excessive losses. If, however, a liberal credit policy is inaugurated, then collections must be close and sharp. The greatest recent advance in the whole field of credit granting has been made in this matter of prompt collections. Thirty day terms are being rigidly enforced on every hand. A satisfactory collection policy may be stated in general terms to carry an unpaid account through the entire collection scheme of the store and into the attorney or collection agency's hands in from three to six months.

Merchants are realizing that nothing so drives a customer out of the house as an unpaid debt, and conversely that nothing helps business so much as clean cut statements of paid up accounts. He must believe this and stand back of his credit manager in his insistence on prompt pay. The need of the day is for co-operation along this line between the stores and a stiff upper lip in the handling of individual cases.

The Credit Bureau That Strikes Twelve

By Miss Ruth Naomi Nelson, St. Joseph, Mo.

A CREDIT BUREAU that strikes twelve, is a bureau that functions, and has a moral effect on the buying public; and for good results there must necessarily be complete co-operation between the bureau and the credit grantors.

It is being realized that the struggle for existence is not a conflict of man against man but men united, combating unfavorable conditions in life which tend to hamper progress and development as well as hindering success and happiness. We are all interested in seeking measures to minimize waste, which is so burdensome to honest business. One big waste is the Bad Debtor. It is a great pity we cannot always recognize, through our eye and conversation, the crook and the exceedingly slow pay. They so often have the aspect of being reliable and engage in enterprises that would lead one to believe them most dependable.

I think most of us will agree that there are far more honest people than dishonest, else it would be nearly impossible to do a legitimate business. The people who are not honest doubtless wish they were. What the general public needs is moral support, perhaps a tonic—and a great deal of education.

Character, one great factor in obtaining credit, is not a thing of sudden growth, neither can it be invented in a hurry. It is a structure, founded and maintained through deeds. It makes past achievements endure for today and is a guarantor for tomorrow.

Every business firm or organization has a character—which is the reflection of the character of its owners and operators. A Credit Bureau supported by merchants of unquestionable honor and integrity, operated through a Retail Credit Men's Association, whose members are honest, broad-minded men—who have put aside selfish motives and petty jealousies—is the best insurance the merchants have against losses in credit business. It stands for a "square deal" to all as well as a symbol of organization and co-operation.

Organization and co-operation thoroughly exercised means protection—larger volume of business with fewer leaks. The buying public is beginning to realize the fact that the knowledge of their good or bad paying habits is not locked within the vault of one merchant—but is accessible to all merchants—not only in the community but throughout the country.

The existence of a Credit Bureau appeals to the buying public in several different ways: Some realize it is purely co-operative and that it is of as much service to the customer as it is to the merchant, to become

properly identified and credit established. To others it appeals to their pride—they want a good rating—and would be very much ashamed to have it known to all the merchants how slow they pay, how neglectful they are, yes, even how they disregard their promises and obligations to their creditors. Some who pay in this manner hold responsible positions, with very good incomes—and are well regarded in society. There is still another class who fear their credit privilege will be curtailed if prompt payment is not made. Still others say with something of defiance "they will never have my credit rating on file, I'll pay cash."

Young men and young women who are growing up in this age when most folks say to the salesperson "please charge this," or more often the salesperson says, "Is this a charge?" will know from the beginning, what it means to keep their credit standing good and will know they are being watched by the eyes of all retailers through the Credit Bureau.

The "Dead Beats," who move about over the country are learning that their past history will follow them from one place to another, through the Credit Bureaus and Credit Men's Associations. Hence they change their names or have a different member of the family apply for credit in the new place.

The buying public will in time realize the importance of co-operation with the credit men, in endeavoring to eliminate the cunning crook and his bad checks, "slow pays," "never pays," the chronic returners of goods and the persons who make unjust claims in settlement. This would materially decrease the cost of doing business, ultimately lower the price of merchandise, and the consumer would thereby reap the benefits. A Credit Bureau has the effect of teaching people credit is not given promiscuously, but it is a real favor obtained partly on merit of character—not altogether a position of wealth. Yet to retain this privilege and courtesy—one must remain worthy.

Co-operation—we speak so much of it—what is it? Simply willing service and the application of the golden rule "Do unto others as you would have them do unto you."

A Credit Bureau is the place where this service is performed between credit men. Frankness and absolute sincerity without selfishness or prejudice must be its policy, like the war slogan "Give till it hurts," if that could be possible in supplying the Bureau with credit news and likewise in answering inquiries.

The Bureau must be lavish in its service, never tire of seeking information—compile and report accurately—intelligently and promptly—always with impartiality.

The Bureau is a separate and distinct institution, yet in a sense is a part of the credit department of the firms subscribing and the credit man of every firm should feel a personal interest in the bureau, nearly as much as in his own office. There are many channels through which credit information is available, but the Bureau is the most logical. It is thoroughly organized—systematic in giving quick, comprehensive ledger experience—also offers a means of studying a customer in the light of more than one ledger account.

The Bureau is rapidly tending to do away with the great number of nonreciprocal and random inquiries heretofore exchanged between credit departments, which had become a distinct burden upon credit managers. Since all members are equally interested in ascertaining the "paying habits" of mutual customers and since the Bureau is entirely co-operative and reciprocal in nature—the information given out must necessarily be reliable and dependable. This can be possible only through the credit men—again—co-operation—that is, cast your bread upon the water and it returns with butter on it.

Your fellow sufferers, the other credit grantors in town, are interested in all the new accounts you open, even those you refuse—and suspend—and those you thought were as "good as gold" and have since become delinquent.

Some men and women so dislike anyone to know they have made a mistake in judgment, or that a slick crook passed them a bogus check or used some other form of fraud, that they do not report such cases to the Bureau. Is that co-operation? Is that playing the game fair?

Until each credit grantor realizes that to report such things to the Bureau is a safeguard to himself, to his credit granting friends and the public in general, he is not co-operating.

I wish that would burn into the minds and hearts of all credit grantors—that what is good for one is good for someone else—what is food for one may be drink to another, that they cannot hope nor should they want to receive, if they do not give in proportion.

Selfishness is one of the greatest sins of the human race and Credit men are human even though they are not always considered so. Co-operation must be manifest in deeds.

A credit bureau can become and in many cities has already become, a great, in fact, an indispensable factor in credit granting. Why?—Because the merchants understand it is the widest, quickest, most reliable and

(Continued on page 15, column 2.)

Delivering the Goods

By Miss J. Van Wert

Secretary Retail Credit Men's Association
South Bend, Ind.

THERE are three words in the English language that must be incorporated in every business of to-day: service, quality and confidence. It makes no difference whether you are pulling teeth in a 12x14 second story room in a town of 1200, or extracting \$100,000.00 contracts in a private office in a twenty story building, occupied entirely by your company. You have to deal with the very same conditions, namely, human nature and United States dollars. By confidence we rule the first; by service we gain the latter; and, by the quality of our service, we hold them both.

Big business is ruled by these principles, and the same factors must figure in small business. There is small use in the country-town merchant folding his hands and waiting for the trade to come through the door, or entertaining the hope that Sears-Roebuck is going out of business. A much more combative attitude is necessary. During October, 1920, Sears-Roebuck did over \$13,000,000.00 worth of business on mail orders. Any merchant who has attained his majority will readily understand that this amount of business could not have been, and was not, entirely new orders, but it is safe to say that not less than 75 per cent of this was from old customers who, no doubt, were very well satisfied with former service, else they would not have been re-ordering.

Only a few days ago, a statement appeared in one of our reliable Retail Journals, saying that this same mail order company did 51 per cent more business during the month of February, 1920, than for the same month, 1921. From this statement it is quite apparent that its business is falling off. Many of our retail agitators are now claiming a victory for the home town merchant. A trade questionnaire compiled very recently, however, indicates that the retail trade purchased 30 per cent less for the months of January and February this year than for the same period in 1920. That would leave but 21 per cent of their volume of business unprovided for, which amount is no doubt a result of the very difficult past six or eight months. It is very probable that the local merchant, doing a credit business, is receiving on his books part of Montgomery-Ward & Co's. usual cash business. John Jones, who has been sending out for everything from thread to threshers has found his unsold corn would not take the place of cash with the mail order houses. He, therefore, has charged no small amount with the various local firms, but unless Mr. Small-town

Merchant gets busy, when the corn is sold, friend Montgomery will get the money.

We have an old saying that "Competition is the Life of Trade," and the opportunity now at hand to compete with the mail order house should not be disregarded. While we consider present trade conditions deplorable, together with the combined force of lowering prices and direct advertising, will prove very satisfactory in establishing *now* as your regular customers those who find it temporarily inconvenient, for one reason or another, to trade with a firm 1500 miles distant, and who, by patience and tact, can be convinced of the many advantages of trading at home.

It is imperative that the merchant gain the majority of this sending-away-trade. In order to increase prospects, it would be wise to use mail order tactics. If a house in Kansas City, Missouri, can advertise all over the United States and Canada, and keep increasing its force and equipment, it would seem very much as if customers can be gained by this character of advertising, and that its efforts were being repaid. If a man can tell you how much sugar is at Sears-Roebuck's, whether he learns their price because of interest or curiosity, don't you think it would pay you to let him know your price? Isn't it logical to suppose he would compare prices, if your advertising was in his hands? If he reads one ad, the same motive will prompt him to read another. And if your information is authentic, and you are prepared to back your statements, you can win out and hold your own with Kansas City. If not, you are not in a position to criticize a mail order house.

The sending-away-trade has been gained and held by service and price. The catalogues put out by these firms, listing all commodities as they really exist, designating the price, reach the far rural communities in a way that is no less effective, and much more convenient, than a personal call by a salesman. The prices quoted are in accordance with the needs and pocket books of the average farmer or ranchman. Mr. John Jones, the farmer, finds it much easier to select his supplies from a nicely illustrated book, where he may compare values, selecting the grade that appeals to his particular taste and purse, than to hitch Dobbin to the shay some morning before breakfast, drive six miles or more (usually more) through mud and slush, or wind and dust, to the small country store, where the choice of mer-

chandise is limited, the price perhaps more than he cares to pay, and the service punk. And to get John's trade, his objections must be overcome. The day of slackness in an establishment, just because it is small, is over and finished. The public demands service of the keenest type, and if the local merchant cannot supply it, it is going to take its trade where its demands will be satisfied. There are very few merchants who cannot, and are not, meeting the mail order prices on similar quality, but it will take shrewd personalities to make this fact appear reasonable to the man who favors the less quality at lower price. But that is your own personal problem, and the solution must be governed by the characteristics of your local trade.

Unfortunately for rural retailers, the most progressive mail order houses have discovered the value of believable advertising, and they find it pays well. Which, if we are to believe our well-known statesman, confines the activities of a counter-attack to one item—advertising.

In the first place, there are few customers who care anything about how much you are sacrificing as to price, in placing the goods offered in reach of their various purses. What they are concerned about is whether or not they are getting value received for their hard-earned dollars, and whether or not you are charging more than the man on the corner two blocks east. There is a man in Omaha who advertises a Filling Station by simply stating that his pumps give full measure; that he has three grades of gasoline at three different prices; and you can take your choice. As a result, customers are lined up in front of his place about two-thirds of the time, waiting for gas and repairs. Two blocks down the street there is another establishment that advertises "The Best Gasoline in the World," and it has a customer every fifteen minutes. If you are a grocer and sell beans, and have two grades, say so, and charge accordingly. And don't try to sell the second grade for the first when you run short of A-1 quality. If you are a shoe dealer, carrying more than one line or quality of shoes, say so; remember that everyone doesn't agree with you as to ideas of price and quality. Let everybody know you are dealing in believable facts instead of "world-wide" assertions. If you handle trade-mark goods and are temporarily out, "Here's something just as good" is a very convenient statement for selling goods, but it fools no one. If you want Rexall Hair

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Tonic, you know what you want, or you wouldn't be asking for it by name; and it is disgusting to have a fawn-haired clerk recommend Basil's Balm for Bald Heads as a substitute. Not that recommendations aren't good salesmanship—they are; but don't go so far as to become insistent. Your code of "believable advertising" doesn't include persuading the customer to "believe anything," not by a long way.

About two months ago, we put out a trade questionnaire on which the question, "How can we improve our service," was asked. From the farmers, the greatest percentage of replies were, in substance: "By sending out your advertising so it will reach the farmer before the sale is over!" That is where the mail order house scores again. Their sales, lasting over an extensive period, enable one to order with the assurance of "getting in" on the reduction—while in many instances the advertising for the small town fellow's bargain day sale, with slashed prices and slaughtered value, reaches the rural delivery boxes five or six days after the sale is over.

And quite the largest item to consider as an asset of the mail order business is the wonderful confidence bestowed by the regular customers, who may live hundreds or even thousands of miles distant, and yet trustfully send millions of dollars annually to these firms, relying on their advertised word to exchange merchandise for money. The value of this confidence cannot be estimated. But it is as possible for you to include this force in your house (and will consume much less time) as for a firm which has never by any chance had the occasion to mingle with its customers, or extend service by catering to their individualities and peculiarities.

Walk down the principal street of any town from 100 to 100,000 population, pick out the largest and most prosperous appearing dry goods store, or the largest bank, and you will find the institution to be the one that has the confidence of the majority. The geographical location of the town has nothing to do with this quality. In Long Prairie, Minnesota, a place of 2000 inhabitants, Mr. James Hart sold \$6000.00 worth of potatoes alone, during the year 1920, exclusive of any other items. In Summerside, Prince Edward Island, with the population of 3000, R. L. Lohman, Ltd., do a yearly business of \$2,000,000.00. It would be folly to assume these firms' receipts were based on luck. Any business man will realize they have a solid foundation, that they are giving people the service they expect in return for their dollars; they are giving quality or their orders would not be repeated; they have the confidence of their customers or they could not hold them. It is, of course, folly to presume that every business house in the country could have such an extensive volume, but simply because a man sells goods in a small town is no reason why he must be unknown, unsung, and unhonored by a series

of quick turnovers. It is true that the small town merchant finds himself rather obscure when tales of stupendous receipts are told, but like the small boy who, when he found himself at the end of a long line, when applying for an office-boy position, sent in his card, saying "Don't do anything until you see me. I'm at the tail end of the procession, but I can deliver the goods," the dealer at the rear of the retail procession can make himself heard by a systematized advertising program, and the faculty of "delivering the goods."

THE CREDIT BUREAU THAT STRIKES TWELVE

(Continued from page 13.)

cheapest source of obtaining credit information. The buying public knows it has been instituted for a permanent record of their paying habits and possibilities—for use by the credit men. All successful, wide awake credit grantors who are business builders for their firms, who do a large volume of credit business and keep their losses near the vanishing point—use the Bureau.

How can a bureau grow and become an invaluable instrument in business? By the credit grantors feeding it constantly with substantial food from their store of ledger information,—credit experience and general knowledge of business transactions in their firm where faith and trust is involved. The Bureau must assimilate such food, wax strong and press toward the goal that is its high calling in the world of retail credit.

An institution that does not function is practically useless. A credit bureau built and maintained on complete co-operation will always strike on the hour.

It is very regrettable that people can travel from place to place over the country, leaving a trail of unpaid accounts. The credit man and merchants should be wise enough to develop some scheme for heading off people of this kind. We are hoping that a plan may be developed in the near future, whereby the merchants may send notices regarding these people to our National Office, so that the bureau in the party's *new* home city may immediately obtain true information upon a party of this kind, if he has ever left unpaid bills in any other community and has been reported to the National Office.

E. W. NELSON.

You know a Credit Man is a peculiar kind of a "cus," he either goes forward or backward and the only way he can go forward is to mingle with his fellow Credit Men and get ideas from them, which in the future he can use.—R. H. Poindexter, Nashville, Tenn.

Business Stationery

STANDARDIZA-
TION and volume of business on letterheads enable us to offer excellent business stationery at a lower cost than you can buy equally good paper and workmanship elsewhere.

The following prices apply on letterheads printed from type in one color on 20-pound Hammermill Bond paper with average amount of composition:

500 letterheads	-	\$4.00
1,000	"	- 5.75
2,500	"	- 9.50
5,000	"	- 16.00
10,000	"	- 28.25

Special designs where desired. Prices cheerfully quoted on larger quantities.

Farrelly, Printer
1909 Locust Street
St. Louis, Mo.

Credit Man Must Also Be Salesman

By Wm. Maxwell

Vice-President, Thos. A. Edison, Inc.

THESE are times when the tact, judgment and acumen of the credit manager of a retail establishment are put to a particularly rigorous test because of the special problems that have developed out of current economic conditions. Delinquent accounts must be watched more closely than in more settled financial periods, and the customer who wants to open a charge account must be dealt with on the theory that nothing is to be taken for granted nowadays even the generally accepted axiom that two and two always make four.

"Nevertheless many retail establishments are laboring under a disadvantage because their credit managers are inclined to regard themselves as watchdogs rather than as salesmen.

"The credit man should always bear in mind that a credit is nothing more or less than the sale of a debit, and that he is consequently a simon pure salesman—and probably the most important salesman on the payroll of the establishment. However doubtful and distrustful he may be—and there is no denying that in these more or less parlous times he has good reason for being both—he ought to be unfailingly a good fellow, the most tactful and the most considerate in the concern's entire organization.

Salesmanship is Paramount

"Salesmanship is the most important thing in the world today, and is probably going to continue to be, so far as the retail establishment is concerned; this applies equally as much to the salesmanship of the credit manager as to that of the merchandising departments of the store. The retailer whose credit man is a gruff misanthrope, but faithful watchdog, may not lose money in bad accounts but, on the other hand, he may lose a lot of valuable business merely because of the fact that the man whom he employs to pass judgment on charge accounts is as much lacking in suavity and graciousness as he is replete with cautiousness.

"Recently there came to my attention the case of a lady who was urged by the zealous saleswoman of the department store to open a charge account with the establishment. The customer had been buying at the store for years and was well known and respected in the community. She had always paid cash for her requirements, hitherto, but on this occasion, she found that she had left home without any money in her purse. A blue serge dress had attracted her fancy, and she asked that it be sent to her

home C. O. D. It was then that the saleswoman took it upon herself to suggest that, instead of a C. O. D. transaction the customer might find it advantageous to open an account with the store.

"The lady decided to follow this suggestion, and was conducted to the store's credit department. A day later the woman's husband received at his business address a form letter which stated that 'with reference to your application for credit with us, let us say that we have availed ourselves of your references and will accommodate you with credit up to \$100, in conformity with our usual terms, which are that a statement will be rendered on the first of each month, and settlements must be made before the tenth of the month following, etc.'

"Naturally both the lady and her husband were highly indignant at this curt and ungracious treatment. The former declared that she had no idea of having the dress charged until the saleswoman had suggested it, and that she did not suppose the store was accommodating her in the matter, but on the contrary, imagined that she was accommodating them by opening an account.

Tact Accomplishes Much

"Contrast this procedure with that followed by the credit manager of another big department store when a married woman opens an account there. This man takes the view that in such cases the husband should usually be notified, no matter how good the lady's reference and financial standing, but he goes about it in an exceedingly tactful way.

"A courteous letter is sent to the husband, at his business address, offering him the use of the account also. Thus the fact that his wife has established credit relations with the store is adroitly brought to his attention, without the slightest implication that the establishment entertains the slightest doubt concerning the transaction.

"In the former case, of course, the credit manager was nothing more than a watchdog. In the latter case the genius at the head of the store's credit department is both a watch dog and a salesman. He will take every possible precaution to prevent his concern from losing a dollar, but he will be equally careful that, in making sure of saving that dollar, he does not lose a perfectly good ten dollar sale. This is the kind of salesmanship needed very badly in the retail establishment's credit department.—*From Credit Men's Journal.*



Finger Pad

Wherever business is "picking-up"—Marsh Hygienic Finger Pads are sold and used.

Indispensable to office-workers. Prevent errors in handling tickets and money. Protect fingers in typing and filing. Preserve office records spotless. Do away with the germ-laden sponge.



To show 'em is to sell 'em. The only nationally advertised device of its kind.

Write for price list.

DAVOL RUBBER COMPANY

Established 1874

PROVIDENCE, R. I.

MORE CO-OPERATION

HERE is a concrete example of co-operation: A man by the name of W. A. Thompson succeeded in getting into debt to a number of stores in Kansas City and then left town without the formality of leaving a forwarding address.

After much effort to locate him we finally were informed that he was stopping at one of the hotels in Lincoln, Neb. This was nearly a year after his sudden departure from us. We got in touch with Mr. Nelson and asked him to verify the fact that this party was living at this hotel and if possible if he had formerly resided in Kansas City.

Almost immediately Mr. Nelson wrote that we had the right man located and also informed us that he was already in debt to a number of the Lincoln stores including his. It is not necessary to state that Mr. Thompson found his new credit field suddenly cut off.

A few days later Mr. Nelson informed me that his attorney had succeeded in securing his claim with a mortgage on a Victrola and suggested that I put my claim in his attorney's hands so that when his claim was paid he could get the same security for us. We followed his advice and have in the past week succeeded in collecting our account in full.

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What Percentage of Your Accounts Receivable Do You Collect?

By *W. D. Morris, Jr.*,

Treasurer John D. Van Allen & Son, Inc., Clinton, Iowa

ARE you satisfied with the turnovers you are getting on your Accounts Receivable, and how do your 1921 collections compare with those of 1920?

There is an accepted method which enables one business to make intelligent comparisons with another, and which further makes possible the comparison of the paying habits of one community with another.

However, instead of thinking in terms of turnovers in so many days, it has become more customary to ask what percentage of your accounts do you collect during the month? If you have never looked at your payments in this manner fill out the following chart and work out the percentage for each month, which will plainly show how this year's collections compare with last year's. Note in the following illustration which we will consider as January of 1920, the balance of Accounts Receivable on the 31st of December showed \$32,000, the second column shows that from January 1st statements there was received on accounts, between January 1st and 31st, the amount of \$17,500. Divide \$17,500 by \$32,000 and you have the percent of .546. Which means that 54.6% of the Accounts Receivable were collected during the month. It is more than likely that you will find that your 1921 collections have fallen off slightly from your 1920.

	Balance Accts. Rec.	Paid in on Accts. during following month Example	%
	\$32,000	\$17,500	.546
1920			
January			
February			
March			
April			
May			
June			
July			
August			
1921			
January			
February			
March			
April			
May			
June			
July			
August			

If this method of figuring is entirely new to you, you will immediately want an idea as to what the customary or a proper percentage is. What is considered good and what is considered bad? Generally speaking, it would appear that in the neighborhood of 50% of your accounts should be collected monthly.

Anything over that is considered very good, though we have stores in Iowa that have averaged during this year as high as 63%, and there are stores, particularly in the larger centers, that collect up to 80% and better. As previously stated, though, an average of anything over 50% should be considered satisfactory.

In a recent questionnaire forwarded to eight stores in Iowa, they reported an average for 1920 of .452% and for 1921, .419% showing a decrease of .033%. But two stores out of the eight showed an increase in their 1921 collections over 1920, and this increase in both instances was but 2%. The lowest average of all the stores for the first six months of 1920 was .317, and that of 1921 was .29.

A CLEVER OPERATOR

Daniel E. Wolfe reported to be a resident of San Antonio, Texas, where he organized the American Motorist Protective League, also said to be an employee of the Burns Detective Agency, and said to have passed a number of worthless checks in New Orleans and Memphis, was arrested in St. Louis and held in jail for three weeks. Through his attorney he fought extradition and was released because the R. C. M. N. A. has no prosecution fund and check victims hesitate to spend a few dollars to make an example of fellows of this kind.

The day after his release he cashed a check for \$150.00 in a St. Louis Hotel and purchased a fur neckpiece for \$350.00 at a Department Store giving a worthless check in payment.

He is described as 30 years of age, height 5 ft. 9 in., heavy set, weight 185 pounds, wavy black hair and Hebrew nationality. Reported to be headed for Texas. Appears familiar with hardware trade and is a fluent talker.

This is just another reason why the National Association should have a Prosecution Fund to put fellows of this kind where they will not impose upon retailers.

THIS IS THE WAY THEY DO IT IN GREAT FALLS, MONT.

Following is a notice enclosed with statements mailed on first of month after the credit men of Great Falls got together and organized a Local Association.

IMPORTANT NOTICE

Permit us to bring to your special attention the following rule, which has been adopted because of the large number of patrons, who desire a charge account as a convenience and so that we may accommodate you as well as many others who are responsible, which we are glad to do.

All accounts, except contracts, are due and payable in full once a month and those remaining unpaid after thirty days must be treated as delinquent and no additional charge will be made until the standing account is fully paid.

We thank you for your valued patronage which we appreciate very much and assure you that it is our desire that the pleasant business relations we have enjoyed may continue indefinitely.

STRAIN BROTHERS, Inc.
Members of Great Falls Credit Exchange.

Judging from the interest manifested in the Group Conferences held in connection with the Convention in Houston, it would seem advisable to make them a permanent feature of the Convention program. If a vote were taken among those who attended, it would surely result in it being unanimous for the continuance of these Groups. They were well arranged and conducted, and considerable credit is due to those whose efforts made them such a success. The Department Store Group was of especial interest. A capable chairman presided, and the topics given out for consideration called forth some lively discussions from which some very good points were obtained.

In the meetings of this Group, while there are a large number of topics to choose from, it might be a good idea to take up subjects for which very little time is possible on the regular Convention program, such as the detail, manner of authorizing, and equipment used in the handling of charge transactions, and items of interest in regard to the equipment used for billing and posting these transactions. While the methods are similar in most offices, if discussed in an informal way some points that would be of benefit would be brought out.

Something might also be gained if those who have had some experience of especial interest in connection with the credit and collection work be given an opportunity to relate it in this gathering.

In fact there are so many ways to utilize the time if it is allowed for the Group Conferences, that they should be made an important part of the Convention.

ESTELLA M. FLEMING,
W. H. Lyman & Co.,
Kewanee, Ill.

AND THIS HAPPENED IN CLEVELAND

A BIG man, with a good front and smooth salesmanship, placed an order for a few household requirements.

"I want to see your Credit Man and arrange to have this order sent out at once."

Salesman presents Mr. Doe to the writer.

"I have purchased a new home and need some of your merchandise to complete furnishing."

After name, business, address and other preliminaries were noted, together with equity in property, the writer ventured to remark, "You will need many more articles to furnish this fine home."

"Oh, no! You see Mrs. Doe had complete furniture before we were married."

References—three good stores, but not one active in The Cleveland Retail Credit Men's Company.

The writer suggested, to expedite delivery, that deposit would be acceptable. This was declined but terms of thirty days were entirely satisfactory.

Fortunately, the previous week at a noon meeting of Credit Men, this man's name was discussed and the local Credit Bureau had a copy of special report which they had procured for an assistant Credit Man in one of the large stores because the customer in question, although professing to be such a big man, had been trying to buy a used car without paying spot cash.

A copy of this report had been secured and it showed property to have been bought on land contract, no record made in court house, a chattel mortgage given for a piano, another for furniture, one for the automobile and one store had declined the account.

After waiting two days, a polite letter was sent requesting a check for this order but we are still waiting.

Two of the four stores called by Local Association, were supplying this customer with his needs on the strength of his equity of \$7,000.00 on \$30,000.00 home. One had sold him \$1700.00 worth of draperies.

A careful watch of legal news showed that a china store replevined its merchandise. Second, a furniture store replevined its goods which were sold in exchange for gold brick bonds as security and while the delivery department was removing this furniture, another manufacturing furniture store was making a delivery at the rear door and within a few days they replevined their furniture.

WHY?

Because four good stores operating in this city failed to call the Credit Company which furnishes information at cost. That lack of co-operation daily costs hundreds, even thousands of dollars and it will continue. No Credit Company, no high priced preaching Secretary, can stop this loss, but Mr. Credit-Man—YOU can.

HOW?

By strict co-operation, by referring not merely the applicants on whom you think you want information, but by referring ALL new applicants to your Credit Bureau. They may not help you today but the knowledge you have of the account may help another member tomorrow.

If needed, how easy it is for your Credit Company to secure complete clearance if your symbol appears on the card.

Not twenty-five per cent of the members of The Cleveland Retail Credit Men's Company turn in all new accounts or derogatory information, or even accounts that are being sued, yet more than seventy-five per cent expect perfection, prompt credit ratings, up to date information on clearance reports and special reports.

QUESTION

If the Retail Credit Men's National Association is to grow and prosper, if your Local Bureau is to render the service you require, it can only do so by receiving systematic, close co-operation on the part of one hundred per cent of its members.

Think it over! If you have fallen down in the past, forget it! But never do it again. Let us all put our shoulder to the wheel and make the Local Bureau so interesting, so valuable that instead of soliciting members they will beg and coax to be accepted. With little effort, with even selfish interest, you will help The Retail Credit Men's National Association. No organization can exist without active support. Will you, Mr. Credit-Man, do your part?

NEW YORK'S ANNUAL DINNER

The Associated Retail Credit Men of New York plan to have this year's annual dinner eclipse all others. It will be held on Saturday evening, Nov. 19, at the Hotel Commodore.

Arthur W. Knierim, of Dreicer & Co., is in charge of arrangements and following are speakers and invited guests.

SPEAKERS

Very Reverend Oscar F. R. Treder, Dean, Cathedral of the Incarnation, Garden City, Long Island N. Y.

"Invocation."

Richard W. Saunders Comptroller, Famous Players-Lasky Corporation, 485 Fifth Avenue, New York City.

Subject: "Credits, Creeds, and Criticisms."

Samuel W. Grafflin, Industrial Missionary, West Branch, Y. M. C. A., 318 West 57th Street, New York City.

Subject: "Keeping America Strong."

Mme. Ernestine Bernard, Soloist.

T. H. Tregoe, Secretary & Treasurer, National Credit Men's Association, 41 Park Row, New York City.

Subject: "Present Day Conditions."

GUESTS

Mr. R. Grier Cooke, President, Fifth Avenue Association,

Mr. Lew Hahn, Executive Secretary, National Retail Dry Goods Association,

Mr. T. D. Green, President, Hotel Association,

Mr. R. Bennett, President, Merchant Tailors Society,

Mr. Percy Hart, President, Retail Shoe Dealers Association,

Mr. A. H. Phelps, Secretary, Eastern District U. S. Chambers of Commerce,

Mr. H. S. Bernhard, President, Retail Millinery Association of America,

Mr. J. H. Herzog, President, New York State Banking Association,

Mr. John Hahn, Secretary, National Retail Garment Association.

A GOOD COLLECTION LETTER

The Spray Coffee & Spice Co., Denver, has used this letter with good success. It demonstrates it is well to get away from the stereotyped form occasionally.

"WHAT IS THE MATTER WITH BUSINESS?"

The only thing in the wide world that we can find the matter with business is just this:

THERE IS NOT ENOUGH MONEY IN CIRCULATION

This condition can be easily remedied and we'll do our share if you'll do yours.

If you will send us a remittance to balance your account we will immediately see that the money is kept circulating.

Then we will both sleep better for having done our share to place business back on a normal basis.

Yours very truly,

THE SPRAY COFFEE & SPICE CO.

E. F. Haeger, Credit Manager.

P. S. Your account for May and June is \$125.90.

COLLECTIONS AND CREDITS

From The Jewelers Circular

The average dealer has had the reputation of being a poor hand at collections, and his tendency to put practically all of his capital in slow and long term accounts has no doubt a real basis in fact.

During the present period the importance of prompt collection becomes of paramount necessity. The business man who is today dilatory in meeting his obligations to the manufacturer or jobber is apt to be looked upon as an unfavorable credit risk.

On the other hand, if the jobber and the manufacturer have difficulty in collecting from their customers, they in turn will be unable to meet their obligations, and they

will certainly lose favor more or less with the bankers. Hence the importance of prompt collections all along the line.

Modern credit is constructed upon the chain principle. Every link is correlated and dependent upon each one in the whole chain. One poor link will tend to weaken all the others. The links in the chain of credit, as seen today from the viewpoint of the dealer, are:

The public, the dealer, the jobber and manufacturer, and the banker.

Every business man knows that there has been a general tightening up of credits, so that the man who would continue to finance his business must not only meet his bills at maturity but he must collect his accounts in order to do so.

Some dealers have, therefore, taken the initiative and have inaugurated a policy of requiring interest on past-due accounts. Upon their letter and billhead stationery they have printed the notice that six per cent interest will be included on all accounts thirty days past due.

It is stated that this procedure tends to bring the delinquent to time and makes him realize more fully that procrastination is the thief of cash as well as of time.

In connection with the subject of interest on collections, one dealer tells a story about John D. Rockefeller and a cow he sold and collected for at six per cent, the account being several months overdue. It appears that he wished to dispose of the cow, owing to a superfluity of bovines on the estate. He turned the Jersey over to a neighboring farmer, who had sold him hay, ever and anon. The farmer, it seems, allowed the cow account to run along, until finally one day he received a statement, including interest at six per cent. He remonstrated, but John D. was very insistent about it.

"What about the hay I've sold you," asked the farmer. "Did I ever charge you six per cent, although I've had to wait for your checks?"

"Never mind about the hay matter," protested Rockefeller. "My terms are applicable in all my transactions, large or small." The farmer finally decided to settle.

The oil king's rigid six-per-cent policy would be an excellent one for most dealers to emulate. Credit is the foundation upon which the whole structure of business and industry stands. Without an efficient collection system the stability of credit is endangered. The business man who would discount his bills must adopt appropriate means to stimulate reasonably prompt collections from his clients. The introduction of an interest policy on accounts past due is therefore worthy of serious consideration.

R. B.

"He cannot become our debtor until he pays your bill"

Which Do You Want as Collection Service?

A RUFFIAN ORGANIZATION that will sue EVERY claim if you allow them to, whether there is a prospect of collection or not, depending for results solely upon VEXATIOUS BRUTALITY?

OR

A HIGH CLASS persistent collection organization, WORTHY to represent YOUR FIRM having the full respect of its community, your debtors and THE COURTS!—which never sues (unless you require it) without having a definite objective to attain, based upon extensive information frequently volunteered by the DEBTOR HIMSELF when seeking local credit?

IF the LATTER, send us DUPLICATE ITEMIZED statements.

Retail Merchants Credit Association

300-310 I. W. Hellman Building
LOS ANGELES

WE COLLECT

(Courteously, if possible—Relentlessly, if we must)

SO DO YOU!

Introducing the Service Division

Statistical Data

Edited by W. Ries

Credit Manager Sheridan, New York

GOVERNOR HARDING of the Federal Reserve Board states in his address at Charlotte, N. C.:

All history shows that periods of prosperity and depression come in cycles, the rotation being about as follows: (1) Prosperity, (2) Liquidation, (3) Stagnation, and (4) Revival. At the present time the process of liquidation is well advanced and the end of stagnation and the beginning of the period of revival seem now to depend upon certain things which are susceptible of accomplishment in the near future, among which may be enumerated the financial re-

habilitation of our great transportation systems and the determination of the policy of the Government with respect to revenues and the tariff.

When the period of revival does definitely set in, to be followed by a new era of prosperity, let us remember that the greater the wave of prosperity and the more unrestrained the expansion and the speculation accompanying it, the sharper will be the depression that will follow. If, however, the lessons of the past two years are remembered, the next period of prosperity will be of longer duration than any we have had before and the subsequent reaction will be far less severe.

THE FINANCIAL DIGEST

COMPARISON OF EXPORT PRICES

In submitting statistics on Business Volume I wish to draw the attention of the readers to the tremendous decrease in values of articles as shown by below listed comparative export prices:

		July 1921	July 1920
Corn	bush.	\$ 0.71	\$ 0.81
Wheat	"	1.50	2.96
Flour	bbl.	7.05	11.08
Coal, Bituminous	ton	5.75	9.33
Copper	lb.	.13	.19
Cotton, raw	"	.11	.41
Pig Iron	ton	25.80	51.66
Steel Billets	"	37.80	65.90
Sole Leather	lb.	.40	.51
Fresh Beef	"	.12	.19
Sugar, Ref.	"	.04	.09
Pitch Pine Lumber	M. Ft.	31.45	62.30

FAILURES

	Sept. 1921	Sept. 1920	Aug. 1921
Numbers	1,945	677	1,562
Liabilities in Dollars	37,000,000	29,500,000	42,900,000
For 9 months	1921	1920	
Numbers	13,507	5,383	
Liabilities in Dollars	433,300,000	166,500,000	

BANK CLEARINGS

	Sept. 1921	Aug. 1921	Sept. 1920
U. S. Total	\$28,200,000,000	\$27,300,000,000	\$36,000,000,000
Outside New York	13,200,000,000	12,800,000,000	17,400,000,000
9 months Jan.—Sept. 1921		1920	
U. S. Total	\$262,600,000,000	\$339,400,000,000	
Outside New York	119,600,000,000	157,400,000,000	

VOLUME OF BUSINESS ON THE NEW YORK STOCK EXCHANGE

	Sept. 1921	Aug. 1921	Sept. 1920
Number of Shares	12,900,000	11,100,000	15,200,000
Total Bond Sales in \$	336,900,000	116,900,000	287,200,000
9 months Jan.—Sept. 1921		1920	
Number of Shares	126,900,000	166,700,000	
Total Bond Sales in \$	2,240,000,000	2,750,000,000	

BANKRUPTCY LAW POINTERS

By W. B. Marr,

Attorney, Nashville, Tenn.

NO law has been more abused than the present Federal Bankruptcy Law. Many debtors have used it for fraudulent purposes and defeated their creditors of their legal rights. Too many merchants have, on receipt of notice that a debtor had filed a petition in bankruptcy, abandoned their debt and every hope for any payment, notwithstanding the debtor had previously, and within six years, received a discharge in bankruptcy.

The Bankruptcy Act has the following section on discharge in bankruptcy:

"SECTION 14. DISCHARGES, WHEN GRANTED.—(a) Any person may, after the expiration of one month and within the next twelve months subsequent to being adjudged a bankrupt, file an application for a discharge in the Court of Bankruptcy in which the proceedings are pending; if it shall be made to appear to the Judge that the bankrupt was unavoidably prevented from filing it within such time, it may be filed within but not after the expiration of the next six months.

"(b) The Judge shall hear the application for a discharge, and such proofs and pleas as may be made in opposition thereto by parties in interest, at such times as will give parties in interest a reasonable opportunity to be fully heard, and investigate the merits of the application and discharge the applicant unless he has (1) committed an offense punishable by imprisonment as herein provided; or (2) with intent to conceal his financial condition, destroyed, concealed or failed to keep books of account or records from which such condition might be ascertained; or (3) obtained property on credit from any person upon a materially false statement in writing made to such person for the purpose of obtaining such property on credit; or (4) at any time subsequent to the first day of the four months immediately preceding the filing of the petition, transferred, removed, destroyed or concealed, or permitted to be removed, destroyed, or concealed, any of his property with intent to hinder, delay, or defraud his creditors; or (5) in voluntary proceedings been granted a discharge in bankruptcy within six years; or (6) in the course of the proceedings in bankruptcy refused to obey any lawful order or to answer any material question approved by the Court."

Bankruptcy law only allows one discharge within six years. "The six years begin to run from the date of the order granting the discharge; the time is thus to be measured between such date and the second discharge

(Continued on page 21, column 3.)

FOREIGN TRADE OF U. S. A.

	Sept. 1921	Aug. 1921	Sept. 1920
Merchandise Export	\$325,000,000	\$371,000,000	\$605,000,000
Merchandise Import	180,000,000	194,000,000	363,000,000
Excess Exports	145,000,000	177,000,000	242,000,000
9 months Jan.—Sept.	1921	1920	1919
Merchandise Export	\$3,500,000,000	\$6,000,000,000	\$5,800,000,000
Merchandise Import	1,800,000,000	4,300,000,000	2,600,000,000
Excess Export	1,700,000,000	1,700,000,000	3,200,000,000
9 months Jan.—Sept.			
Gold Exports	\$13,000,000	\$259,000,000	\$225,000,000
Gold Imports	562,000,000	198,000,000	56,000,000
Excess Imports	549,000,000		
Excess Exports		61,000,000	169,000,000

COTTON PRODUCTION

	Sep. 1921	Aug. 1921	Sep. 1920
Cotton in bales			
Domestic Consumption	484,000	467,000	457,000
Export	522,000	495,000	228,000
	1,006,000	962,000	685,000

DEPARTMENT STORES—NEW YORK AND BROOKLYN

Per cent change in Net Sales in Sept., 1921, compared with Sept., 1920,	- 12.0
Per cent change in number of transactions in Sept., 1921, compared with Sept., 1920,	+ 7.5

FAILURES

	Oct. 1921	Sept. 1921	Oct. 1920
Numbers	1,713	1,466	923
Liabilities	47,000,000	36,000,000	35,000,000

CHANGES IN THE PERSONAL BUDGET (as compared by "American Exporter.")

	1913	1921
Rent	20%	40%
Food	30	27
Clothing	17	13
Miscellaneous	27	16
Savings	6	4
	100	100

GOVERNMENT DEBTS

	1921	1914
U. S. A.	\$24,300,000,000	1,300,000,000
	1921	1914
ENGLAND	(Pounds) 7,500,000,000	700,000,000
	(Pound about \$4.00)	
	1921	1913
FRANCE	(Francs) 300,000,000,000	25,000,000,000
	(Franc about 7 cents)	
	1921	1913
JAPAN	(Yen) 3,500,000,000	2,700,000,000
	(Yen about 50 cents)	

DEBTS OF ALLIES TO THE U. S. A.

Great Britain	\$4,200,000,000
France	2,900,000,000
Italy	1,600,000,000
Belgium	300,000,000
Russia, etc.	300,000,000
Total	\$9,300,000,000

SIDELIGHTS ON THE RAILROAD SITUATION

Railroad Net Earnings	Aug. 1921	July 1921	Aug. 1920
Gross Earnings	\$504,000,000	\$460,000,000	\$554,000,000
Operating Expenses	381,000,000	361,000,000	679,000,000
Net Earnings	123,000,000	99,000,000	Def. 125,000,000

(Continued from page 20, column 3.)

—not the date of filing a second petition in bankruptcy."—Collier on Bankruptcy, citing *In re Little*, 13 American Bankruptcy Reports, 640; *In re Jordan*, 15 American Bankruptcy Reports, 449; 142 Federal Reporter, 292.

A discharge in bankruptcy does not destroy the consideration of the debt, but only defeats the remedy that you may have. The defense of discharge in bankruptcy must be specially pleaded by the debtor in any trial, unless bankruptcy proceedings are still pending, then he should plead pendency of bankruptcy and ask stay or continuance during period for granting of discharge.

JUDGMENTS RENDERED AFTER FILING PETITION

Judgment founded upon provable debts, which have been entered after the filing of the petition and before the consideration of the bankrupt's application for a discharge, are released to the same extent as judgments entered prior to the commencement of the bankruptcy proceedings. Such judgments are made provable debts under the present Act, and therefore discharged under Section 17.

Where a judgment is entered after the filing of the petition and before the adjudication, it cannot be attacked by motion to vacate it. Section 67f applies only to the lien of judgments. "The judgment itself may remain until it is ascertainable whether the bankrupt will or will not be discharged. In case of a discharge of the bankrupt, the judgment is released. In case of the failure of the bankrupt to obtain his discharge, the judgment remains."

Citing: Collier, Bankruptcy 10 Ed. p. 874; Loveland, Bankruptcy, p. 1354, 4th Ed. Boynton vs. Ball, 121 U. S., 457,466; 30 L. Ed., 895; Blair vs. Carter, 78 Va. 621. See *In re Kuffer*, 155 Fed. Rep. 1018; 19 Am. B. R. 181, putting a claim in judgment does not make it a new debt. See *Mulhagen vs. Carter*, 6 Ky. L. Rep. 735.

Renewal promise of a debt discharged in bankruptcy will make same legally binding. The renewal promise to pay must be unequivocal and unconditional, and for definite amount at a definite time, but may either be oral or written.

Many petitioners in bankruptcy have failed to procure discharges. After nineteen months from date of filing petition, no discharge can be granted under the law if no application for discharge has been made.

STATE LAW EXEMPTIONS GOVERNING BANKRUPTCY

False statement in writing to obtain credit will prevent a discharge in bankruptcy if brought to the attention of the Court.

A large number of petitioners in bankruptcy are not entitled to a discharge, owing
(Continued on page 22, column 1.)

RAILROAD REVENUES AND OPERATING EXPENSES FOR PAST FIVE YEARS

	Revenues	Total Expenses	Labor Costs
1920	\$6,170,000,000	\$5,830,000,000	\$3,690,000,000
1919	5,140,000,000	4,450,000,000	2,840,000,000
1918	4,880,000,000	4,010,000,000	2,610,000,000
1917	4,010,000,000	2,860,000,000	1,730,000,000
1916	3,590,000,000	2,390,000,000	1,460,000,000

YEARLY AVERAGE WAGE OF 2,060,368 EMPLOYEES AS COMPILED BY THE BUREAU OF LABOR STATISTICS

1915	1916	1917	1918	1919	1920
\$ 830	892	1,004	1,419	1,482	1,908

(Continued from page 21, column 3.)

ing to petitioners having received a previous discharge on a former case within six years.

Bankrupt's second petition can be dismissed where there are no new assets and the creditor was scheduled in previous petition and proceedings.

"In re March," recently adjudicated, where previous discharge had been granted within less than six years in a former case, Judge Sanford held:

"It follows that the present proceedings are vexatious and futile, as they can accomplish nothing either in the distribution of assets among creditors or obtaining a discharge for the bankrupt, and should be dismissed accordingly."

Often a bankrupt fails to apply for a discharge in bankruptcy proceedings, so that he may later bankrupt again, after he has accumulated more debts, and use the bankruptcy court for a paymaster of his debts. However, where the bankrupt fails to apply for a discharge within nineteen months after the original filing, he cannot, under his second petition, procure a discharge against creditors scheduled in his former petition. It is necessary for the creditors to appear in the case, and formally enter objection and specifications against the granting of a discharge.

A discharge in subsequent proceedings must except all debts provable in the first bankruptcy and which could have been discharged therein.

Citing: In re Pullian, D. C., Tenn., 22 A. B. R. 513, 171 Fed. 595.

The failure of a bankrupt to apply for discharge within the prescribed time limit is conclusive determination as to all parties then before the Court, and in subsequent proceedings the said bankrupt will be granted a discharge only as to such debts as were incurred since the institution of the first bankruptcy proceedings. 21 A. B. R. 349; 168 Fed. 718; 19 A. B. R. 288.

The fact that a person has bankrupted and procured a discharge against your debt does not destroy the original consideration. You have a right to sue him. He has the right to appear and plead his discharge. He may not have the heart to appear. In Tennessee, we often sue the bankrupt after he has been discharged in bankruptcy, and if he pleads his discharge in bankruptcy, the case is dismissed by the Magistrate. We then have two days more to appeal the case, on the last day to appeal, without advising the bankrupt, who thinks the suit has been abandoned, appeal is prayed from Magistrate's Court to the Circuit Court, where it is reached in due course and judgment entered against the bankrupt who fails to appear.

It is surprising how many bankrupts on being sued fail to appear, and answer the suit on small claims. At least fifty per cent waive their rights and allow you a judgment by default.

Addresses Wanted

Abelson, Fred, Little Rock, Ark.
 Albertloi, John W., formerly Crystal Springs, Roanoke, Va.
 Allen, Nancy (widow of Frank), 120 9th St., Silvis, Ill.
 Allen, Miss A. A., formerly 602 E. Trout St., Bloomington, Ill., later Miami, Fla.
 Allen, Guy T., formerly 346 N. 17th St., Lincoln, Nebr.
 Anderson, Victor H., 2128 Potter St., Lincoln, Nebr.
 Appleby, T., formerly 2½ miles northwest of Central City, Route #3, Box 15, Daventonport, Ia.

Arnold, Mrs. L. M., formerly Henry Clay Hotel and Woman's Hospital, is a stenographer, at Detroit, Mich.
 Balough, Joseph, Balough Elec. Co., Davis Block, Youngstown, Ohio.
 Beckman, A. R., Galveston, Texas, physician.
 Beeson, Mrs. Fern, 1024 Admire Blvd., Kansas City, Mo., waitress at Childs restaurant.
 Bell, Earl T., formerly Oneida, Tenn.
 Beurel, Mrs. Josephine, 397 Shelby, Memphis, Tenn., waitress and pantry lady at Gayoso Hotel.
 Benton, Mrs. E. J., Little Rock, Ark.

Bingamon, Miss Naomi, 356 15th Ave., E. Moline, Ill.

Binney, H. J., formerly Houston, Texas, is a moving picture promoter.

Blankenship, J. T., formerly Clinton, Tenn.
 Bledsoe, Mrs. Lenora, Victor Hotel, Memphis, Tenn., was waitress at Blue Goose.

Blessing, J. H., 2711 Locust St., St. Joseph, Mo.

Bogart, Joseph B., Galveston, Texas, is a draftsman.

Bolin, Steve S., 255 Vance St., Memphis, Tenn., care of Gayoso Lumber Co.

Bond, Wm. G., 387 McLemore, Memphis, Tenn., formerly connected with Fire Dept.

Boon, O. D., care of Croxden Hotel, is a salesman, Cleveland, Ohio.

Boyd, C. G., 235 N. 2nd St., Memphis, Tenn., care of American Pharmacy.

Bradley, Geo. A., formerly of Nashville, Tenn., later Ravenna, Ky.

Branner, Fred, formerly Spokane, Wash., is a lumber worker.

Bratton, Mrs. D. W., 889 Eastmorland, Memphis, Tenn.

Brooks, J. T., formerly Pueblo, Colo., is a barber.

Brown, J. T., 288 Gaston, Memphis, Tenn., was flagman on the Y. & M. V. Railroad.

Buntyn, Mrs. L. J., formerly Memphis, was saleslady at McCorry's.

Burke, Michael J., 735 Harvey St., Baltimore, Md., also 3146 Cedar Ave., Baltimore.

Burnett, Silvira, (colored), 646 Ayers, Memphis, Tenn.

Cain's Conservatory of Music, Homer D. Cain, 925 W. First St., Perry, Okla., later of Alva, Okla.

Carroll, Jas. M., Memphis, Tenn., was connected with some lumber company.

Chapman, H. R., 917 Harrison St., Kansas City, stocks and bonds salesman, later Dallas, Texas.

Chalberg, J., 121 E. Maple St., Esterville, Iowa.

Chilton, F. T., formerly Houston, Texas, Masonic Insurance man.

Clayton, Oscar, Quincy, or Bloomington, Ill., care of McGuire-Urban Comm. Co., of Kansas City.

Click, Harry N., 3233 Charlotte St., Kansas City, Mo., care of Presto-Lite Co., Detroit, Mich., later worked same concern at Peoples Gas Bldg., of Chicago, Ill.

Cleary, Mrs. C., care of Linden Emp., Memphis, Tenn., connected with Wallington & Watts Drug Co.

Cochell, A. Clet, Ravanna, Mo.

Cohen, Max, 616 2nd Ave., Spokane, Wash.

Cohen, Leon, 519 Alabama, Memphis, Tenn.

Conley, Marx L., 1101 Felix St., St. Joseph, Mo., salesman in music dept. at Leader Dept. Store.

Cooper, Fred, 9th & N. Str., Lincoln, Nebr.

Core, J. R., Little Rock, Ark.

Creath, Dr. Willard C., Manhattan Bldg., Duluth, Minn., styled as an Advertising Dentist.

Established in 1907 on the Rock of Service

The Hickox System

BESSEMER BUILDING

PITTSBURGH, PA.



Collects

Past due accounts

for

Department Stores

and

Members of our Association

all over

The Civilized World

on a

No collection—no charge basis

OUR DIRECT DEMAND DRAFTS

Sent free of charge to any member by filling in your

Name _____

Business _____

Address _____

and tearing out this page and mailing TODAY

Crowell, Harry, 3303 Biggar Ave., Cleveland, is a laborer.

Danielson, G. R., 210 S. 13th, Lincoln, Nebr.

Davis, James E., 1311 Ave. C, Flint, Mich.

Davis, Louis K., 604 E. Emerson, Bloomington, Ill., later Gonzales, Texas.

Davis, Mrs. W. C., 296 Simpson, Memphis, Tenn., care of Jno. Gerber Co., Memphis, Tenn.

DeBruler, Tom, Drear Leslie Bldg., Kansas City, Mo., care of Olin Finley & Co.

DeMartin, Joe, 423 E. 73d, Seattle, Wash., trucking and express hauling.

DeVore, D. D., formerly Cedar Rapids, Iowa, was insurance agent at one time.

Dexter, Geo. M., Galveston, Texas, contractor.

Dibrell, A. G., 798 Chelsea, Memphis, Tenn., was commander in Navy.

Dickerson, Will, 977 Keel, Memphis, Tenn., boxmaker and carpenter.

Doland, Wm. B., 200 Frederick St., Mechanicsburg, Pa., later 5023 Brown St., Philadelphia, understand he is either in Philadelphia or Newark, N. J.

Donahue, Ganelle, 717 Rolindoux, St. Joseph, Mo.

Dorier, Geo. A., (alias Geo. Davis), 755 Oakdale Ave., Grand Rapids, Mich., formerly care of E. A. Courtier Co., La Porte, Ind.

Duncan, B. A., Little Rock, Ark.

Durham, Marcellus, (colored) 382 S. 4th St., Memphis, Tenn., truck driver.

Edwards, A. I., Little Rock, Ark.

Else, Henry, (alias Arthur Shaw), formerly of Memphis, colored cook.

England, Paul E., Springfield, Mo., window decorator.

Ettien, John, Crossville, Tenn.

Evans, L. B., Little Rock, Ark.

Exum, Henry A., 980 Union, Memphis, Tenn.

Farmer, Mrs. Leon, 1721 Virginia St., Gary, Ind.

Ferguson, Alfred T., 225 Linden, Memphis, Tenn.

Terry, E. M., 14 N. 3rd St., Memphis, Tenn.

Fetteroff, Earl & Lillian, Station "H," Box 55, Cleveland, Ohio.

Fickles, Harvey, 282 Shelby, Memphis, Tenn., journeyman painter.

Finney, John, 1114 W. 5th St., Davenport, Iowa.

Flemer, Zera, formerly of Brooklyn, Ky., and Merna, Ill.

Fontaine, R. L., Jefferson City, Tenn.

Foote, Herbert, (colored), 396 Sanford, Memphis, Tenn., buss boy at Gayoso Hotel.

Fortner, G. S., Galveston, Texas.

Fowler, R. F., 1317 4th St., Rock Island, Ill.

Frances, Mrs. J., 31st & O St., Lincoln, Nebr.

Funkhauser, C., formerly of Little Rock, Ark.

Gaetano, Miss Genevieve, 195 Exchange, operator for Cumberland Telephone Co., Memphis, Tenn.

Gaines, Miss Lucy, 780 St. Paul St., Memphis, Tenn., saleslady at Goldsmith & Sons.

Gale, Dr. A. C., Canfield Hotel, Minneapolis, Minn., care of Minneapolis Business College.

Garitee, Edw., formerly of Baltimore, Md., later New York City.

Gatewell, Hattie, (colored) 241 N. Main St., Memphis, Tenn., maid.

Genero, John G., 248 S. 3rd St., Memphis, Tenn.

George, Mrs. Van Olson, 1312 N. Sherman St., Bloomington, Ill., also 1043 W. Jackson Blvd., Chicago.

Gibbons, Silvira, (colored), 646 Ayers, Memphis, Tenn., dressmaker.

Gillbreath, W. P., 20 S. Waldran, Memphis, Tenn., construction foreman said to be in St. Louis, Mo.

Girt, Boyd, 702 15th St., E. Moline, Ill.

Glase, Paul L., Springfield, Mo., R. R. Blacksmith.

Glenn, Miss Anna, 10308 Euclid Ave., Cleveland, Ohio, was connected with Board of Education.

Goodie, Sam, 908 Peach St., Lincoln, Nebr.

Goodwin, M. M., 1131 Overton Park Ave., Memphis, Tenn.

Gordon, Alexander P., New York City, later had a grocery at Orlando, Fla.

Grant, R. C., 801 Soncouer Ave., South Bend, Ind.

Grimes, E. M., 1143 Pine St., Lincoln, Nebr.

Guss, Miss Mildred, 1207 N. Main St., Bloomington, Ill.

Gutches, W. B., Portales, New Mexico.

Hall, Mrs. N. A., formerly Mineral Springs, Tenn.

Hannum, W. H., Little Rock, Ark.

Hardwick, C. P., 603 Alabama, switchman for Frisco Railroad.

Harris, Ted J., 573 Walnut, Memphis, Tenn., later Hot Springs, Ark.

Harvery, W. M., Lincoln Hotel, Lincoln, Nebr.

Harvey, G., 1210 K St., Lincoln, Nebr.

Harless, Jack, Jefferson Ave., Knoxville, Tenn.

Hays, W. C., Little Rock, Ark.

Hedrick, Miss Clementine, 15752 Euclid Ave., Cleveland, Ohio, is a dressmaker.

Heins, E. G., Box 466, Knoxville, Tenn.

Hendrix, Mrs. R. L., 760 Adams, Memphis, Tenn., later Columbus, Ga.

Henry, Mrs. Lola, 2007 Nelson, Memphis, Tenn., formerly care of R. H. Henry National Ins. Co.

Hermann, Otto, formerly Davenport, Iowa.

Hess, Albert, formerly Davenport, Iowa, conducted the Bettendorf Dairy Co., at 311 E. Mississippi Blvd.

Hill, Waldron, 7001 Wade Park, Cleveland, Ohio.

Hodges, L. H., Pueblo, Colo., brakeman.

Hollan, Leslie J., Okeema, Okla.

Holland, Mrs. Ruth, Little Rock, Ark.

Holland, Joe N., Little Rock, Ark.

Holland, Mae, 228 Lucy, Memphis, Tenn., soliciting subscriptions for magazines.

Holliday, Pearl, 634 N. 13th St., Lincoln, Nebr.

Hooten, J. P., Little Rock, Ark.

Hoover, Nell, (or Mrs. A. J. Bray), 167 Poplar St., Memphis, Tenn., husband city fireman.

House, C. C., 29 Pioneer Flats, Valparaiso, Ind.

Holland, Loren and Mrs. Loren, 1204 S. 10th St., wife worked in laundry, he is a chef.

Humphrey, J. W., Cleveland, Ohio.

Iannulo, D. E., 9002 Quincy, Cleveland, Ohio.

Isaac, L. Leo, Toronto, Canada, said to be now in New York.

Iven, Mrs. J. H., Rock City, Nashville, Tenn.

Jacoby, Cecil, 1110 Olive St., St. Joseph, Mo., worked at Western Tablet Co.

Jameson, Frank, Galveston, Texas, is a soda dispenser.

Jenkins, Johnnie, (colored), chauffeur, 1164 Union, Memphis, Tenn.

Jewett, Manilla, 814 C St., Lincoln, Nebr.

Johns, Leslie, 305½ North Robinson, Oklahoma City, Okla.

Johnson, Wm., Springfield, Mo., traveling.

Johnson, C. E., 323 Shelby, Memphis, Tenn., carpenter.

Johnson, Fly W., Galveston, Texas, street car conductor.

Johnson, Alice, 501 Franklin Ave., Bloomington, Ill.

Johnson, Harry, Shawnee, Okla., locomotive machinist.

Johnson, Mrs. Geo. K., 587 E. Trigg, Hollogwood, Tenn.

Kahn, Louis, 262 Robert St., Baltimore, Md., auto accessory business.

Keene, Miss Margaret, 279 Adams, Memphis, Tenn.

Kelley, J. B., 157 Cedar, Memphis, Tenn., switchman for R. I. Railroad.

Kelsey, W. S., Room 412 Garland Bldg., Chicago, Ill., care of Corning Glass Wks., Corning, N. Y.

Kelley, Harry I., Grand Central Hotel, San Francisco, salesman for A. F. Wells Co.

Kohler, Belva, 1644 N. Oakland Ave., Decatur, Ill.

Langford, W. A., Galveston, Texas, cabinet maker.

Larious, J. D., 2535 Realy Ave., Detroit, Mich.

Lathrop, Lillian, Hotel Hargrove, N. Y. City.

Latter, A., formerly Houston, Texas, is a tailor.

Leslie, Irene, 1437 Q St., Lincoln, Nebr.

Lidster, Ralph, Laporte Ave., Valparaiso, Ind.

Linch, Ed, 1905 Vine St., Lincoln, Nebr.

Lindley, Mrs. D., Little Rock, Ark.

Longwell, Mrs. Sam. J., 121 Poplar, Memphis, Tenn., cashier at Hotel Chisca.

Lutz, M. R., New South Memphis, painter, Memphis, Tenn.

Lynch, Beatrice, 924 E. 24th St., Denver, Colo.

McAlfe

Tenn.

Toled

McCann

McCarti

of Ba

McCo

McLeod

McNeal

Tenn.

McNutt

McDow

McRae

Md.

Meade

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of Col

Madden

Madding

City,

Mathias

Mayo, J

Moline

Mehrken

Miller,

Mempl

Restau

Miller, I

Moline

Miller, I

Pacific

Moe, Oso

Minn.,

Moffett,

St., Lin

Monte, J

City, M

Moore, J

Mora, Se

wife, h

Mordecia

Vicksbu

Morin, M

phis, T

Morrison

Murray,

Francis

Belson, E

Nevin, C

Newlan,

Newman,

Memphi

O'Hara, I

Tenn.,

Oppliger

Osborne, J

Mills, F

cago Ho

cago, Il

Overpack

Denver,

Hotel.

Paske, J

operator

Pacheco, T

Peden, Rob

was labo

Park, H. S

bookkeep

McAlfee, Paul H., 202 S. Driver, Memphis, Tenn., stenographer and bookkeeper for Toledo Scale Co.

McCann, formerly Orlando, Fla.

McCartin, Sam, gone to Indiana, formerly of Baltimore, Md.

McCoy, Marie, 1426 S. 9th St., Lincoln, Nebr.

McLeod, Capt. A., 701 16th St., Moline, Ill.

McNeal, John B., 235 N. 2nd St., Memphis, Tenn., soda dispenser.

McNutt, John Paxton, Greenville, Tenn.

McDown, James, Havelock, Nebr.

McRae, John C., 620 N. Robinson, Baltimore, Md.

Meade, E. F., 907 Haight St., San Francisco, Calif., formerly asst. mgr. Knights of Columbus.

Madden, W. J., Little Rock, Ark.

Madding, W. S., 1419 Central Ave., Kansas City, Mo., mechanic Stutz Garage.

Mathias, Fred, Champaign, Ill.

Mayo, James, (wife Marie), 2115 5th Ave., Moline, Ill.

Mehrken, Mrs. John, Fairburg, Ill.

Miller, Mrs. Gertrude, 143 Popular St., Memphis, Tenn., waitress at Gildforbs Restaurant.

Miller, Lacy D., (wife Ida), 822 15th St., Moline, Ill.

Miller, F. E., Wichita, Kansas, Missouri Pacific operator.

Moe, Oscar G., Stillwater and Worthington, Minn., clerk or traveling salesman.

Moffett, Harry, Heyworth, Ill., also 326 7th St., Lincoln, Ill.

Monte, Jack, 402 Whittier Place, Kansas City, Mo., fireman for Missouri Pacific.

Moore, Julia, 709 Monroe, Memphis, Tenn.

Mora, Senor, is touring state of Calif. with wife, he is a Spanish singer.

Mordacia, Mrs. H. N., 1013 Belmont St., Vicksburg, Miss., paperhanger.

Morin, Mrs. Neota, 123 N. Watkins, Memphis, Tenn.

Morrison, Frank, 3312 Payne, Cleveland, O.

Murray, Miss Helen, 3669a 17th St., San Francisco, Calif., was saleslady.

Belson, E., 129 N. 12th St., Lincoln, Nebr.

Nevius, Chas. W., Pueblo, Colo.

Newlan, P. B., Orlando, Fla.

Newman, Mrs. F. L., 971 S. Wellington, Memphis, Tenn., H. H. Roth & Co.

O'Hara, Mrs. Barry, 150 Court, Memphis, Tenn., waitress at Metropolitan Cafe.

Oppliger, C. A., Little Rock, Ark.

Osborne, J. M., formerly with Dixie Hosiery Mills, Burlington, N. C., later with Chicago Hosiery Mills as salesmanager, Chicago, Ill.

Overpack, Warren, 15th & Glemarm St., Denver, Colo., proprietor of Belvedere Hotel.

Pasake, John, Argo, Iowa, switchboard operator.

Pacheco, Tony, 1509 Spruce, Pueblo, Colo.

Pedes, Robt., 814 W. 14th St., Pueblo, Colo., was laborer in Smelter, Pueblo.

Park, H. S., 3207 Wabash, Kansas City, Mo., bookkeeper.

Patterson, Mrs. Dorothy, Roslyn Hotel and Paschall Hone Co., Los Angeles, Calif.

Percival, Jessie, Sulphur, La.

Perkins, J. E., 2115 Benton Blvd., Kansas City, Mo.

Pickens, Mrs. Fay D., Janesville, Wisc., also 1712 Moreland Ave., Baltimore, Md.

Preston, Peter, 28 Railroad St., Niles, Ohio.

Pitzenmeyer, Mrs. Geo., 1312 N. Shernab St., Bloomington, Ill.

Price, J. D., Little Rock, Ark.

Quick, A. L., Pueblo, Colo., carpenter.

Ragon, L. P., 1119 Jule St., St. Joseph, Mo.

Raines, Wm. A., Hattiesburg, Miss.

Ramsay, J. N., Adelsia, Iowa.

Raney, Clarence, 566 Adams, Memphis, Tenn., care of Bosworth Bag Co.

Reed, Chas. L., 605 S. 20th St., Birmingham, Ala., had a restaurant at this address.

Reeder, Mrs. Mae, 206 E. Beechers St., Bloomington, Ill.

Reice, Mrs. Edna, 317 Union, Memphis, Tenn.

Reichel, John, 720 W St., Lincoln, Nebr.

Richards, W. W., Muscatine, Iowa.

Rider, Grace, 103 Indiana Ave., Valparaiso, Ind.

Roberts, Fred T., Kansas City, Mo., was chef at Mission City Hills Country Club there.

Robinson, Geo. E., 300 Washington St., Wichita, Kansas, was employed by a lumber company.

Robinson, Mrs. Bessie, 2948 Indiana Ave., Chicago, Ill.

Robitski, Mrs. Louise, 1303 W. Locust St., Bloomington, Ill.

Rogers, E. F., Mankato, Iowa.

Routzong, A. E., Commerce Hotel, Crown Point, Ind.

Rosenberger, G. H., 222 San Juan, La Junta, Colo.

Rowen, Gilbert N., Memphis, Tenn., care of Rauxh Commission Co.

Rubel, Jas. (colored), 1640 Peabody, Memphis, Tenn., bell boy at Gayosa Hotel.

Running, H. N., Little Rock, Ark.

Rush, Fred, 610 N 22d, Lincoln, Nebr.

Rygaard, P. W., Galveston, Texas, contractor.

Sandidge, Mrs. John, Memphis, Tenn., and New Orleans, La.

Schaffer, Miss H. Jean, Antlers and Sosmos Hotels, San Francisco, Calif., saleslady.

Scott, Howard, Lowes Theatre, Knoxville, Tenn.

Scott, Holland J., 278 S. 3rd St., Memphis, Tenn., formerly city fireman.

Self, Miss Lena, 66 Linden, Memphis, Tenn., care of Shelby Biscuit Co.

Shepard, Mrs. Minnie, R. R. #1, Shirley, Ill.

Sherbert, Levie, 378 S. Lauderale, Memphis, Tenn., care of Southern Art Corp.

Shifflett, Miss Florence, 605 W. Washington St., Bloomington, Ill.

Sigman, Lance P., 426 Linden Memphis, Tenn., printer, Plough Ptg. Co.

Simpson, R. L. (colored), 3103 Fillmore St., San Francisco, janitor, shipyards there.

Slankard, Mrs. Frank, 14 N. Orleans, Memphis, Tenn., care of Gov. Fleet on River.

Sleeper, E. A., Pueblo, Colo., roofer by trade.

Smith, Lillian, 207 5th Ave., Knoxville, Tenn.

Smith, Mrs. Bernadine, 214 E. Monroe St., Bloomington, Ill.

Smith, Mrs. Robt. N., 115 Simpson, Memphis, Tenn., husband was machinist for I. C. Railroad.

Snyder, Sgt. F. W., formerly Camp Meade, Md.

Snyder, Mrs. Vance, 411 W. Water St., Pontiac, Ill.

Stains, W. H., 930 K St., Lincoln, Nebr.

Stephenson, Wm. M., 956 Lee St., Memphis, Tenn., salesman.

Sterling, D., formerly of New Jersey, later Davenport, Iowa.

Stogner, C. C., Galveston, Texas, newspaper man.

Storm, Ralph, La Junta, Colo., brakeman.

Strange, W. F., 1301 S. Madison St., Bloomington, Ill., also 1210 S. Oak St.

Stricklen, E. W., or E. H., Green River, Wyo.

Styles, Alma, Mrs., 811 River Ave., San Antonio, Texas.

Suddath, Lula, Mascot, Tenn.

Terry, Leo, McAllen, Texas.

Thrasher, Mrs. P. V., 1216 W. Market St., Bloomington, Ill.

Tippie, Clyde E., Ft. Leavenworth, Kansas, Sergeant at this post, now discharged and moved.

Townsend, L. R., 3964 Washington Ave., St. Louis, Mo.

Trent, Andred (colored), 360 Wellington, Memphis, Tenn., mgr. for local office of Commonwealth Casualty Co. of Philadelphia, (colored insurance company).

Underwood, Cal., 1209 N. Rosenwelt Ave., Bloomington, Ill.

Underwood, Miss Gladys, Memphis, Tenn., stenographer at Orpheum Theatre.

Underwood, A. H., formerly Denver, Colo., worked as salesman.

Vaughn, Floyd, Clinton, Iowa, motor specialist, at one time had a garage at 1221 N. 2nd St., Clinton, Iowa.

Veith, Anton, Red Wing, Minn., R. F. D. #1, Box 79.

Vigo, Eugene, 556 Lafayette Ave., S. E., care of Ocean Floating Safe Co., Chicago, Ill.

Wade, Mrs. A., 1240 Mississippi, husband was chauffeur for Yellow Cab Co.

Wainright, Emma, 453 E. Georgia, Memphis, Tenn.

Wainright, Caleb F., 1310 John St., Baltimore, Md.

Wallingford, Norman L., 1030 S. Corona, Denver, Colo.

Walsh, J. W., and Gertrude, Seattle, Wash., he is a street car man and was inspector for Municipal Ry.



Wall, Clarence E., 301 N. Manasas, Memphis, Tenn., care of Tenn. Fibre Co.

Walden, Mrs. Melvin, Hudson, Ill.

Ward, H., 810 N. 16th St., Lincoln, Nebr.

Warren, J. W., 2938 Lake Park Ave., formerly connected with traffic dept., Chicago Tribune.

Watson, T. E., 1127 N. 2nd, Memphis, Tenn., care of Stacey Mfg. Co.

Weaver, Geo., 1107 Q St., Lincoln, Nebr.

Weldy, D. L., 2094 E. 55th St.

Welham, Mrs. Ernest, 716½ W. Chestnut St., Bloomington, Ill.

Wheaton, L. A., Galveston, Texas, Western Union clerk.

While, C. R., (wife Ethel), Pueblo, Colo., expert accountant.

Whittaker, J. L., 1180 Thomas St., Memphis, Tenn., care of City Paint Shop.

Wideman, Geo., care of Y. M. C. A., Chicago, Ill.

Williams, Mrs. Oliver, 1533 Washington St., Gary, Ind.

Williams, Mary, 1525 Patton St., Memphis, Tenn., care of Dr. G. H. W. B. Walker, (colored).

Wiley F. C., 1801 P St., Lincoln, later Grand Island, Nebr.

Willis, C. A., Springfield, Mo., later Joplin, Mo.

Wilson, Harry G., Muehlebach Hotel, Kansas City, Mo., was manager for Richardson Corp., Rochester, N. Y.

Winsor, Emery E., 1401 Fillmore, Denver, Colo.

Witsiepe, R. E., Pioneer Apts., Valparaiso, Ind.

Wolf, James and Emma, Calif. or Colo., engaged in restaurant work.

Wolfe, Richard, 431 E. 4th St., University Place, Nebr.

Yost, John C., 2801 Calverton Rd., Baltimore, Md.

Ziegler, Richard A., 2915 W. North St., Baltimore, Md., linotype operator.

Zimmerman, H. G., Orlando, Fla.

Zosel, Margaret, Broadway, Quincy, Ill., also 512 W. Grove St., Quincy, Ill.

THIS IS A BAD ACTOR

FOR your information we enclose a photograph of one of several fraudulent certified checks passed in Richmond on the Boatmen's Bank of St. Louis to the order of J. D. Herd, drawn by Mesker Bros. Iron Co., on which Herd received merchandise and the difference in change. Checks have been returned with the advice that the bank has no such account and the certification is forged. Alleged certification stamp of the Boatmen's Bank bears the signature of L. C. Bryan, Cashier.

Herd's description is as follows:

About 55 or 60 years old; about 5 ft. 6 in. in height; rather stocky build; gray hair, and when here wore a closely cropped mustache as if about a two weeks' growth; very clever talker but calm and deliberate in his movements. He claimed to be visiting a married daughter in Ashland, Va., and the merchandise was to be given her as a present.

Rainey, Carl R.

We are in receipt of information that checks given by Carl R. Rainey on the Mercantile Bank & Trust Co., Benton, Illinois, are not to be accepted.

Drazich, Joe, alias Novak, and Uzmar, Rade, and wife, Rosie, alias Mrs. Rosie Westmar.

Do you want these people? They were arrested in Cedar Rapids, Iowa. Understand they have passed checks all over State of Iowa, and various parts of the Country. Literature of I. W. W. was found among personal belongings of Drazich, also blank checks of almost every City, some stamped as high as \$5000.00. Two sets of vouchers were found on his person, one made out to himself on Iowa State Bank and the others were those of Anton Novak on Cedar Rapids National Bank, also several checks of Farmer's Co-operative Grain & Live Stock Shipping Association of Center Point. A woman posing as Mrs. Drazich purchased merchandise, presented a check in payment, the manager became suspicious

and followed Mrs. Drazich, she left the store and met Drazich, they were stopped, the woman escaped but the man was arrested, later a Mrs. Rosie Uzmar was arrested, she is supposed to be the woman who passed the Drazich check, later her husband Rade Uzmar was arrested. These are professional crooks.

Information is wanted on Dr. A. C. Gale, formerly of Minneapolis, Minn., claims to have practiced medicine in Newark, N. J., and New York, left Minneapolis, last heard of he was on his way to New York, if you have information, notify National Office.

Check Artist—

A very clever check artist operated in Davenport, Iowa. The checks were printed on carefully embossed paper, drawn on Commercial Bank of Vernon, Iowa, signed by M. Owens, supposedly the cashier, made out to J. Lambert. The checks were "protected." There is no such bank in Vernon, Iowa. The checks were numbered 1062 and 1047.

Breese, Charles Sidney, and wife, Anna.

This couple was arrested in Cleveland, both are charged with forgery having passed checks amounting to \$50,000.00 in all parts of the country. They have used various aliases, Heffron, Webber, Breese, Clark, Davis, Forster, Harris, Hartman, Hurst, Johnson, Lewis, Rouse and Thompson. Their method was to open an account, deposit checks forged on banks in other towns, then withdraw most of the money. Breese sometimes posed as ex-Canadian soldier. If you are interested get in touch with either Mr. Gray of the Cleveland Association or the National Office.

Ruby, Howard.

We understand this party is representing himself as a salesman for the International Harvester Co., working out of Lincoln, Neb., branch and is traveling over the country, passing checks. He is 5 ft. 10 inches tall, brown hair and brown eyes, weighs about 140 lbs., usually wears a dark mixed suit, black fedora hat and tan shoes. Check comes back "No Account."

Hennick, L., or Hemmick, L.

Be on the lookout for checks drawn on Grinnell Savings Bank, Grinnell, Iowa, made payable to L. Hennick, drawn by George Clark. We are advised they have no account for this fellow. His operations have been confined so far to Des Moines. Sept. 28th this party was in Minneapolis, issued check for \$85.00 drawn on Anita Bank of Anita, Iowa, signed L. Hemmick. Check was returned.

Rogers, Elbert K.

We understand this party cashed checks in Spokane, Wash., recently, drawn on Lincoln State Bank, of Lincoln, Nebr., returned "No Account." If you have any information on this party notify National Office.

Farrell, Mr. and Mrs. Ed (Red).

Be on the lookout for these parties. Operated in Hibbing, Minn., Duluth, Minn., last heard of in Spooner, Wisc., gave checks on First National Bank of Beaudette, Minn., made payable to Ed. Farrell, by Frank King, also checks on First National Bank of Carlton, Minn., made payable to Ed. Farrell, by Fred Stone. All checks are made out by the same party. Description of man is as follows: 35 years of age, 5 ft. 8 in., 155 lbs., light complexion, and sandy hair, wore a two piece blue suit, gray cap. She is 27-30 years of age, short, weighing about 140 lbs., light complexion and reddish brown hair. She wore nose glasses. Always well dressed.

Information is wanted on C. M. Ross.

A man supposed to be C. M. Ross, cashed checks in Omaha, Nebr., which have proven worthless. Check signed Central R. E. & Inv. Co., V. H. Danielson, Vice-President, Equitable Bldg., Denver, Colo. Endorsed and cashed by C. M. Ross, 401 N. Lawrence St., Wichita, Kansas.

Be on lookout for party using the name of R. W. Merrill. This party operated in Marshall, Texas. His scheme is for his wife to go to a furniture house, look at a table, getting prices. Later husband calls, stating he is expecting a check, returns with a check drawn on Longview Bank, made payable to R. W. Merrill and tenders check in payment for table, the table is delivered next morning to address given but the family know nothing of the transaction. They played this game on several merchants in Marshall.

Cotton, M. C.

We understand this party is supposed to have left Orlando, Florida, for either Tampa or Pass-a-Grill or Pensacola, Florida. He is selling stock. Advise National Office at once.

Bates,—

The Federal Reserve Bank of Kansas City, District No. 10, warns as follows: Disbursing Officers Checks, Serial Nos. 3836-4000, symbol No. 32009 for insurance by W. I.

Biddle, Disbursing Officer for Dept. of Justice, Leavenworth Prison, were stolen and are being cashed in sums of \$125.00 to \$235.00, all checks so far used have been made payable to "G. Bates" and cashed at banks bearing no second endorsement. Arrest any person presenting one of these checks.

Be on lookout for a man who claims to be an American born, but went to England in 1916 and married, is now touring the States and spending some of his wife's money. He is presenting Travelers Checks drawn on Bank of London, England, which are now supposed to be bogus. He passed five or six hundred dollars worth of these checks in Des Moines. If he appears in your city, notify National Office.

Hemick, J. P.

It has been reported to us that party known as J. P. Hemick, who formerly worked for Peerless Bakery, Pueblo, Colo., took from their check book several blank checks and two of these have been cashed. He posed as Mr. McIntyre, demonstrating for Fleischman Yeast Co. Also informed he has in his possession some wrappers of the Sally Ann Bread and may use them as a means of passing checks. Notify National Office if you have any information on this party.

Casey, M. Jay.

Information is wanted on this party, a photographer who follows Fairs and Carnivals. Did represent Art-O-Graph Film Co., of Denver. Understand he passed several checks in Pueblo, drawn on First National Bank of Delta, Colo.

Do you know present whereabouts of Harry Johnson a locomotive machinist formerly of Shawnee, Okla., supposed to have gone to Moline or Rock Island, Ill.?

Present address wanted of Wm. B. Doland, formerly 200 Frederick St., Mechanicsburg, Pa., later of 5023 Brown St., Philadelphia, understand he is either in Philadelphia or Newark, N. J.

Clark, B. G.

Party giving this name, representing himself as a member of firm Clark Bros., Distillers of Peoria, has passed checks in Chicago. This party is 5 feet 10 inches tall, weighs about 170-190 lbs., rather round face, dark eyes, of Hebrew nationality, 38-40 years old, wears dark clothes, as a rule, a derby hat, gives impression of a man of affairs and means. His game is to call on Credit Manager, state he is on his way home, out of money, wants to make a small purchase and get some cash. Well versed in department store methods. If you use a special form check he asks you to fill it out and he only signs his name. From information and description, manner of operation might be the same party who last April or May put

over checks in San Antonio, representing himself to be M. J. Mendel, a member of the Board of Directors of May Company, Cleveland. Also about a year ago a party answering this description put over checks in Birmingham, giving name of Block, representing himself as President Inland Steel Co. If you have any information on this party, advise National Office.

Trippel, Frank.

This man is a professional about 35 years of age, 5 feet 8 inches tall, weighs about 150 lbs., appears to be lame in left leg, which seems to be shorter than right leg. Passed a great many checks in San Antonio, Texas, on the Pittsburg Water Heater Company, and using rubber stamp and signing the name of Mr. Edwards the Local District Mgr. Check on Texas State Bank & Trust Company, San Antonio.

Baker, W. A.

Do you know this man? Formerly with Simon Newman Co., Newman Calif., also a leader of Chamber of Commerce Band, 36 years old, small and dark. Was a first class clarinet player. Has had considerable hardware experience.

Fleming, R. C.

Has passed checks on Bank of Hamlin, Hamlin, Kansas, "No Account," uses yellow check, is 25-30 years of age, small build, 5 feet 5 inches tall, 125 lbs., black hair, dark brown eyes, sallow complexion. Wearing a brown suit and dark brown cap. He purchased a medium shade gray hat.

Robinson, J. H., and Smith, W. B.

Passed a number of checks in Canton, Ohio, drawn on the First National Bank, payable to J. H. Robinson, signed W. B. Smith, also signed John D. Streetner, both same handwriting. The two men operate together. The spokesman, a well dressed, good looking chap wore a brown suit, brown soft hat, dark hair and eyes, 30-35 years of age, 5 ft. 8 in., 140 lbs. Other man same type only smaller, about same age. Calls at office, asks amount of prominent citizens account, later returns with check for larger amount, if check is questioned he states they presented wrong check and passes in check for exact amount of bill.

Green, G. R.

This party is a bad actor. Passed check in Chicago on Colonial Bank of New York, drawn by Hames Beggs & Co., to order of G. R. Green. Check returned "Fraud" Check stamped "certified," Colonial Bank, J. V. Price, cashier; the young man presented a letter of identification on a letter head of Hames Beggs & Co. He is medium size, rather light complexion, wore glasses. He was cool and collected. Same party put over checks in Kansas City last month on same firm and on Colonial Bank. Be on lookout.

Thompson, C. W.

Claims to be representing National Retailers Advertising Corporation, of Indianapolis, Ind. Passed several checks in Athens, Ga., made payable to the above firm. He is wanted in Frankfort and Lexington, Ky., Greensburg and McKeesport, Pa. His scheme is to locate an electric sign at conspicuous place and sell space to various merchants.

Present address is wanted of a party by the name of W. A. Meloche, formerly of San Francisco who represented himself to be a Mining Engineer. From information obtained he was supposed to be a man of large means. Has left San Francisco, present whereabouts unknown.

Wilson, H. C.

Be on the lookout for this fellow who is passing bank drafts of the Harvard Trust & Savings Bank of Illinois. There is no such institution. The checks are payable to H. C. Wilson, signed W. A. Jones, Asst. Cashier, and are drawn against the Bank of Commerce, St. Louis. He has operated in Cleveland, Springfield, Mo., Joliet, Mo., and Kansas City, and most of the checks are passed in Department Stores. If he appears in your city notify the National Office.

Brookstein, Harry W.

This party reported to have cashed checks in Lincoln, Nebr., claims to be employed on Burlington, showed Burlington pass for identification. Think he is on his way to Kansas City.

Watkins, H. M.

Checks drawn on the National City Bank, Cleveland, payable to H. M. Watkins, signed R. L. Watkins Co., Cleveland, (by A. F. Parker), have been returned apparent forgeries. Voucher checks printed on green safety paper, checks in Mt. Pleasant, Iowa, and Fairfield, Iowa.

Smith, Lewis W.

Party reported to be passing checks on National City Bank, St. Louis, is a coal salesman. If you know his present whereabouts notify the National Office.

Bellon, Louis.

This party is wanted in Pueblo, Colo., supposed to have gone to Portageville, Mo., where his father lives. There is a warrant out for his arrest; notify National Office.

Braunstein, M.

We are anxious to locate this party; it appears he is in the habit of securing a position in a city as a Manager of Automobile Tire Dept., usually incurs a large indebtedness and leaves. If he applies for a position or credit in your city notify the National Office.

Jefferson, R. R.

This party is wanted in Great Falls, Montana, formerly in Garage business at Wolf Point, Mont. It is reported he issued worthless check in Great Falls, supposed to be headed East, in vicinity of Fargo, his stationery shows he sold Dodge Cars, Reo Speed Wagons and Graham Bros. Trucks. He is about 5 ft. 10 in. tall, weighs 160 lbs., 28 or 30 years old. Made purchase of Overcoat with Kuppenheimer name in pocket, also ordered clothes for a girl of 17, size 38, shoes size 5½AA. If he applies to you notify National Office at once.

Ward, W. E.

Members in Tennessee, particularly in vicinity of Knoxville, are hereby notified not to cash any checks for this party.

Harvey, Robert.

This party was arrested in Cleveland, caught in the act of making out a check for a motorcycle on which he expected to go West. Claims to come from Alma, Colo. It has been reported he cashed numerous bad checks throughout the Country.

Endfield, D. V.

It has been reported that party was passing checks in Roanoke, Va., on Second National Bank of Lexington, Ky., made payable to W. W. Nevins signed D. V. Endfield, stamped with Rubber Stamp "Certified" (\$37.00 9-27-21 written in ink) Second National Bank (Signed in ink S. M. Mellon Teller). Be on lookout for checks of this kind.

Miller, Frank A.

Be on lookout for a young man of medium build, signs name Frank A. Miller, he has with him two women one rather tall slender and the other short medium build, accompanied by a boy of three years. Man represents himself to be a Painter. We understand he now has in his possession a bank draft of about \$34.15 issued by the Security National Bank of Dewey, Okla. He passed several checks in Bartlesville made payable to J. L. Watson, and signed Frank A. Miller. If he attempts to cash this draft hold him and notify National Office.

Wilson, H. C. still working.

This is the party who operated in St. Louis and Kansas City, also understand he passed checks in Cincinnati. He is a Mason, has all the countersigns, also credentials of the lodge at Kansas City.

Redi, Harry Berkstrom, alias Blaine Furchgott—Marvin Layton—James C. Hili-man.

Arrested in Phoenix, Ariz., admits having cashed checks in Tucson, Tulsa, Little Rock, Birmingham, Oklahoma City, Waco, Memphis, San Antonio, El Paso. He claims to be

22 years of age, born at Yazoo City, Miss., has been operating with a fellow named Eugene Thomas. Scheme is to present a card of some Oil Company or other Corporation, checks usually put over on Hotel People, sometimes addressing an envelope to themselves to the next Town they expect to visit; these they present as means of identification. Wire if interested.

Postal Money Orders Stolen. Nos. 17609 to 17800 Inclusive from San Francisco. Thief represents himself as a telephone repair man, description age about 45 years, height 5 ft. 9 in., stout build, heavy set, complexion pale, broad face, smooth shaven, Good Address, respectable looking, cool and calm. The numbers appear in right hand corner of the form. Also Money Order from Waldo, Kans., 32801 to 33000 inclusive—Quinlan, Okla., 37201 to 38000 inclusive—Lester, W. Va., 27243 to 28400 inclusive.

Present Address Is Wanted:

Of Senor Manuel Mora, a Spanish Singer, formerly San Francisco, understand for a while he toured the State of California with his wife in a machine giving concerts. This man is a very winning talker, has an excellent personality, tall, dark complexion.

Present Address Is Wanted of Mrs. R. D. Benson, formerly of Memphis, operates a Medicine Factory at various points in the South. She takes care of the plant while her husband travels around the adjacent Country with a negro minstrel show, advertising the Medicine.

Costakis, Tom P., Present address wanted of this party, a Greek formerly in Restaurant business in Fort Worth, also lived in Waco.

Andrews, Lloyd W. This party we are informed recently left Oklahoma City for California, in a Ford Coupe, formerly employed as a salesman for a Ford Dealer in Oklahoma City. If he applies to you for credit, get his address and wire Mr. A. D. McMuller, Secretary, Oklahoma City Retailers Association.

HOW MANY CREDIT MEN DO THIS

FOLLOWING is copy of a letter received by the Editor of the Oklahoma News. It refers to Frank A. Whitten, Credit Mgr. of Rosabough Braun D. G. Co., Oklahoma City, Okla.:

"It has been my experience, as well as that of others I know, who have accounts at —'s, when a loss of position causes them to miss their payments, upon going to Mr. Whitten, explaining why they are failing to make payments, he greets them with a pleasant smile and thanks them so nicely for coming in and explaining things, making the debtor feel as tho she were doing him a favor, instead of just the reverse."

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WHY RETAIL SECRETARIES SHOULD TAKE AN ACTIVE INTEREST IN CREDIT RATING BUREAUS

National Director A. D. McMullen gives the following reasons for his interest in Credit Bureau work:

As I view the situation we are employed for three general purposes:

1. Mutual Protection of Retail Interests
2. Increasing the Volume of Business
3. Uniform Business Practices.

To my mind the outstanding feature of those three purposes is the Credit Rating Bureau. An efficient Bureau protects against the undesirable account, creates new business by giving favorable information on desirable accounts and is an association feature from which all members may receive direct benefit.

CREDITS GIVEN TO A NEW BODY BY MERCHANTS

Old Association Surrenders Ratings Department; DeForest Is Manager

A RECENT proposal that a credit association of Great Falls business men be formed to take over the credit department of the Merchants' association matured Monday into the final organization of the Merchants' Credit association and abandonment by the old body of its credit rating work. The step was first considered in concrete form at a meeting early this month at the Park hotel and was completed Monday afternoon when the directors of the Merchants' association approved the move.

DeForest Is Manager

The Merchants' association will continue to function as heretofore, except that it will conduct no credit rating department. Almon LeFebvre will act as secretary for both associations, but the new concern will be under the management of Byron DeForest. Walter Ignatius of Strain Brothers was elected president of the credit association, and Hirschel Ayer of The Tribune, vice president. E. J. Daily of the McDonald shoe store, W. M. Baldwin of the Paris, Frank M. Tenney of The Leader and W. H. Dieterle of the Murphy-Maclay Hardware company were appointed as members of the executive board.

Stops Credit Competition

The new association will be interested solely in credits and a great purpose in its organization, it was stated, was to devise a means of eliminating competition in credit. It is stipulated in the by-laws that the association may at any time have access to any member's list of creditors and their ratings, and upon request of the manager a full report of any creditor may be obtained. One provision is that any member, on request of the manager, will open his credit ledger for the perusal of any account. New applications for credit will be reported to the association by the creditors at least once a week

and all information gathered by the association will be available to members at any time.

Mutual Credit Benefit

The membership of the organization has been divided into classes and special provisions have been made for real estate men, professional men, out of town business men and anyone extending credit in a retail way. All applicants for credit will be obliged

to fill out a special form, which has been drawn by the members of the association.

The prime ideas behind the movement, according to officers of the organization, is mutual credit benefit, protection to those extending credit and the elimination of the abuse of credit. A publicity campaign is being planned by the officers of the organization in an attempt to interest everyone with the ultimate objects of the association.

Collection Letters

Among the many samples of collection letters received at the National Office the following from Joseph Horne Co., Pittsburgh, Pa., struck us as being ideal. They are copies of personally dictated correspondence by Past President Franklin Blackstone and are sent out on special letterheads on the bottom of which is printed the following:

Our Terms require payment in full by the 15th of each successive month. If accounts are not paid within a reasonable time thereafter, they are subject to suspension without formal notice.

As we did not receive a payment on the attached bill during —, please call at our Credit Department regarding it, or send remittance for the amount, \$— and oblige,

Yours very truly,

As your account of — has evidently been overlooked, we politely bring it to your notice and solicit remittance for the amount, \$—.

Yours very truly,

We have not received a response to our statements regarding your account, now somewhat overdue.

Unless payment is received within the next ten days, or we are advised by you to do otherwise, we shall issue sight draft for the amount, \$—.

Yours very truly,

In response to your letter of —, we are pleased to advise that settlement of your ac-

count on or about the — will be satisfactory.

Yours very truly,

Please call at our Credit Office, Fifth Floor, regarding your bill of \$—, which now covers a period of — months, since last balanced.

Yours very truly,

Your bill of — (date), \$—, covers a period of — months since last balanced. As our terms require settlement every thirty days, you are advised that credit relations will be discontinued if the account is not paid by the —, or definite arrangements made for payment.

Yours very truly,

Your failure to provide for your account as is required by our terms, which have been previously explained, makes it necessary to notify you that credit relations have been discontinued and that the amount, \$—, is subject to immediate payment, without further notice from us.

Yours very truly,

Register Receipt Desired.

This is to advise that your account, \$—, now very much overdue, will be placed with our LAW DEPARTMENT, for enforced collection, unless paid before (date), or definite arrangements made for its payment.

Yours very truly,

CHILTON TALKS CREDIT TO DALLAS MUSIC DEALERS

Members of the Dallas Music Industries Association were given a talk on the credit situation in Dallas by J. E. R. Chilton, manager of the Merchants' Retail Credit Association, at their weekly luncheon Monday at the Oriental Hotel. Mr. Chilton spent most of his time explaining the proper course to pursue before permitting credit accounts to be opened and related incidents explaining how some merchants and department stores handle their credit departments.

Following are some of the thoughts he expressed:

The personnel of the Dallas Retail Merchants change much faster than it should and later I will tell you why so many drop by the wayside.

Credit in Dallas has been too loose, however, it is tightening up some now and should remain so. People should be educated to consider credit as a special privilege and to be prepared to pay for what they buy when due.

First, I want to say that too many stores are ignoring antecedent information and depending too much on ledger experience.

To prove the value of antecedent information I have taken 45 names out of our 1901

rating books and comparing with 1921 I find over a period of 20 years, only two of those with large ratings and seven with very small ratings have gone bad. This makes only an average of 1% a year of individuals and a very small percent in dollars and cents, and the biggest percent of changes are among those of small buyers.

By a test 80% of the people with blank rating give trouble and do not pay and 99% of those we rate pay their bills. Careful investigation should be made of applicants on contract as well as open accounts and there should be a distinction made on those who buy on lien. Those who have been very unsatisfactory in the past should be required to make a bigger payment at the time of the purchase. The amount should be governed according to the facts developed through a thorough investigation.

There are a great many people that are generally considered reliable that cannot pay their bills now, and a good many could if they would deny themselves. Department Stores have been extending credit in the past without the proper investigation and allowing customers to over-buy.

At the convention of the R. C. M. N. A. at Houston, the report on the percentage of collection to outstanding accounts, Dallas Department Stores collections were the lowest.

Merchants should quit over-loading the customers and not sell them more than they are able to pay. Council more with the purchaser and try to keep them within their income, and then they can meet their accounts when due. 98% of the people will appreciate such advice. About 50% of the people need a guardian. A well selected list of customers extending over a period of ten years will carry any merchant through the worst business depression we have ever had, and a poorly selected one will break any merchant.

The volume of cash business is decreasing and the demand for credit is increasing, so it behooves the merchants to look into the applicant's affairs more closely in order to determine whether they will be desirable customers.

A great many people have gone beyond their limit. They have not kept on hand a sufficient surplus. Their assets have depreciated to such an extent that it has impaired their credit. The old saying that History repeats itself is true and it is a safe rule to prepare for a considerable depreciation about every seven years.

Some merchandise is still too high and those who respect their credit are not buying and those who buy and then think about paying are still buying, and those who buy and never worry about paying are still buying from the merchants that do a loose credit business and this, with other loose methods, is why so many merchants go out of business.

Imported goods are now coming into this country away under the price of American

goods. We cannot close our doors against it without them closing the doors against our agricultural products and other raw material. To retain our credit, we must expect to make a gradual reduction so as not to wipe out both principal and surplus. Percentage of collections against outstanding accounts are increasing in many lines. Conditions in many parts of the state are also improving and as a whole business conditions

look better now than they did this time in 1918, and much better than in 1914. By being conservative in buying, as well as the extension of credit, those who have well selected credit customers as well as merchandise will pass through the present depression safely.

In closing I wish to state from information gathered I find the credit condition has been much worse in Dallas than it is today.

Attention!

Some members have failed to fill in and return questionnaire printed on last page of October Credit World. If you have not done so, fill in and mail yours today

BARNEY GOOGLE

Ambition Was About All Barney Had.

By Billy De Beck



—Reprinted by permission St. Louis Globe-Democrat.

How To Double Our Membership In Thirty Days

It is easy if every one will do his share. Get one new member.

For your convenience we print an application blank. Get it signed and send to the national office.

Remember each new member means more co-operation, more information, more unity of action and assistance in credits and collections.

Every Member Get a Member

Prompt Pay

Good Credits

Good Service

THE RETAIL CREDIT MEN'S NATIONAL ASSN.,
National Bank of Commerce Bldg., St. Louis, Mo.

I desire to make application for membership in your association, and enclose herewith five dollars, being my dues for one year and including subscription to the *Credit World*.

I agree to co-operate both locally and nationally with all Retail Credit Men, and assist in upbuilding this Association.

Name-----

Address-----

City----- State-----

Firm represented----- Date-----

Kind of business-----

Recommended by-----

NATIONAL CREDITORS PUBLICITY ASSOCIATION

PUBLISHERS OF COLLECTION SYSTEMS & COLLECTION FORMS

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NOT A SIGNATURE WITHOUT THIS ASSOCIATION

We provide a means for collecting your old charged off accounts—no matter how old or where the debtor is located.

**We post a guarantee with every system.
That guarantee is Cash—not conversation**

Our system has been successfully used by practically every class of creditors. Amongst them are some of the largest corporations in the world in their respective lines.

**No commission or extra fees
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Write, phone or call our nearest branch office and representative will gladly call and explain our system without any obligation on your part.

A 10 minute interview convinces you that we can do what we claim.

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will do all your writing, all your adding, all your subtracting. And, if you wish, it will add vertically and across the page.

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Credit Protection

IN these days of "slow pay", close profit, and delinquent accounts—your credit department must be extremely cautious about extending credit to doubtful customers. Never before have your credit accounts needed such careful watching and yet to embarrass a customer means loss of business.

Now is the time to decide to install the RAND Credit System for it will save its cost four times over the first year in operation by protecting your store against

- extending unwarranted credit
- embarrassment to charge customers
- driving business to your competitor.

Investigation of the RAND Credit Authorization System with its perfected signalling feature costs nothing. Why not consult us today. Full information will be sent by return mail without obligation. *Address*

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